Offline vs. Online: Who buys where?

A customer segmentation study of travel agencies

Bachelor thesis within Business Administration

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Jönköping May, 2012
Abstract

Background: It has been shown that people travel much more nowadays than ever before. Since the Internet and the e-commerce have been developed the ability to book trips online has been enabled. There are now two dominant ways of buying trips, online or offline. The survival of traditional travel agencies has been questioned and some thinks that there will be no need for them in the future. Therefore it would be interesting to see who books trips at traditional and online travel agencies.

Purpose: The purpose with this study is to understand which segments that are purchasing travels at traditional travel agencies and online travel agencies by examine demographic, psychographic and behaviouristic segmentation in the region of Jönköping. Further, in the region of Jönköping, examine advantages and disadvantages of buying trips at an online versus offline travel agency.

Method: In order to fulfil the purpose and answer the research questions the authors will use a quantitative method. The quantitative data will be gathered through a questionnaire after pilot studies have been conducted. SPSS 19.0 will be used in order to analyse the data from the questionnaires.

Conclusion: The segment of traditional travel agencies is older people with high income while the segment of online travel agencies is younger people with lower income. Advantages of traditional travel agencies are their ability to provide service, customize a trip and give expert advice. Online travel agencies have its availability, price comparison service and comfortable way to buying trips as their advantages.
Kandidatuppsats inom företagsekonomi

Titel: Offline vs. Online: Vem köper vart? En kundsegmenteringsstudie av resebyråer

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Datum: 2012-05-18

Nyckelord: Online resebyrå, Traditionell resebyrå, Marknads segmentering

Sammanfattning

**Bakgrund:** Det har visats att människor reser mer idag än någonsin tidigare. Eftersom Internet och e-handel har utvecklat förmågan att boka resor på nätet finns det nu två dominerande sätt att köpa resor på, genom internet eller hos en traditionell resebyrå. Överlevnaden av traditionella resebyråer har ifrågasatts och vissa tror att det inte kommer att finnas något behov av dem i framtiden. Därför skulle det vara intressant att se vem som köper resor hos en traditionell resebyrå eller genom Internet.

**Syfte:** Syftet med denna studie är att förstå vilka segment som köper resor på traditionella resebyråer och på online resebyråer genom att undersöka demografiska, psykografiska och behavioristiska segment i regionen Jönköping. Fortsättningvis, inom regionen Jönköping, undersöka fördelar och nackdelar med att köpa resor på en online och offline resebyrå.

**Metod:** För att kunna uppfylla syftet och svara på forskningsfrågorna kommer författarna att använda en kvantitativ metod. Kvantitativ data kommer att samlas in genom en enkät efter det att en pilotstudie har genomförts. För att kunna analysera data från enkätorna kommer SPSS 19.0 att användas.

**Slutsats:** Segmentet för traditionella resebyråer är äldre personer med hög inkomst medan segmentet för online resebyråer är yngre personer med lägre inkomst. Fördelarna hos traditionella resebyråer är deras förmåga att erbjuda personlig service, skräddarsy en resa och ge expert rådgivning. Online resebyråer har deras tillgänglighet, prisjämförelsetjänst och bekvämt sätt att boka resor som deras fördelar.
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We would like to thank all the respondents who participated in our questionnaire and helped us to fulfill the study.

Finally, we would also like to thank the students for their constructive feedback and interesting opinions.

_________________________  ________________________  _______________________
Maria Engvall                  Johannes Fritz              Sofia Kindh

Jönköping International Business School
May, 2012
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1 Introduction

In this chapter the general topic will be introduced and a comprehensive presentation about travel agencies will be addressed. Furthermore there will be a problem discussion followed by the purpose of the study. In the end of the chapter definition and perspective will be declared to facilitate for the reader.

1.1 Background

It has been shown that Swedish people consume travels a lot more nowadays than ever before. The main reasons to travel are to get away from everyday routine, the desire for the sun and to visit relatives and friends. These and other reasons resulted in that Swedish people in total made 14,5 million trips abroad last year which means approximately 1,5 trips per year and person. This is a large increase of 38 percentages compared to ten years ago. Even though we travel a lot more today, the trips are shorter in terms of time (Lindström, 2012). It has been popular to do weekend trips to capital cities and at the same time the package trips have decreased (Hedlund, 2012).

The two most usual ways to book travels is through a traditional travel agency or at an online travel agency. Statistical data shows that more and more purchase of trips occur online and one reason for this may be that Internet has become more widespread (TT, 2011; Findahl, 2011). During year 2003, 25 percentages of the Swedish population was daily users of the Internet compared to 2011 where this percentage increased to 69. This is a huge increase of the Internets daily users and it will continue to spread throughout the population (Findahl, 2011).

Table 1, 13 most usual activities at the Internet, shows that of all activities that are usual to do on the Internet, look up information about trips is highly common. It is placed at number 10 of most usual activities at the Internet and of all Internet users from 12 years up to 100 years old, there are 83 percentages that sometimes have looked up information about trips (Findahl, 2011).

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>97%</td>
</tr>
<tr>
<td>e-mail read/write</td>
<td>95%</td>
</tr>
<tr>
<td>searching news</td>
<td>92%</td>
</tr>
<tr>
<td>timetables etc.</td>
<td>90%</td>
</tr>
<tr>
<td>attach files</td>
<td>88%</td>
</tr>
<tr>
<td>maps, driving directions</td>
<td>88%</td>
</tr>
<tr>
<td>searching facts</td>
<td>88%</td>
</tr>
<tr>
<td>product information</td>
<td>87%</td>
</tr>
<tr>
<td>log into a bank</td>
<td>84%</td>
</tr>
<tr>
<td>travel information</td>
<td>83%</td>
</tr>
<tr>
<td>hobbies, leisure interest</td>
<td>83%</td>
</tr>
<tr>
<td>read newspapers</td>
<td>80%</td>
</tr>
<tr>
<td>look up words</td>
<td>80%</td>
</tr>
</tbody>
</table>

Table 1 - 13 most usual activities at the Internet (Findahl, 2011, p. 14)
Today, just over half of all trips are booked online and the rest are probably booked at a traditional travel agency (Lindström, 2012; TT, 2011). It has become a trend for travelers to book their trips by themselves through an online travel agency (Lindström, 2012). One reason for this is the easiness to book a travel that consists of transportation from one place to another. Due to this trend, online travel agencies increases continuously while the importance of traditional travel agencies decline constantly (TT, 2011). As shown in table 2, Turnover Changes, it is possible to see that the turnover for traditional travel agencies has decreased while the turnovers for online travel agencies have increased since year 2001. Even if the importance of traditional travel agencies is lower, they still dominate when it comes to complex bookings (TT, 2011).

<table>
<thead>
<tr>
<th>Traditional travel agencies</th>
<th>2001</th>
<th>2010</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lingmerths Resebyrå AB</td>
<td>405 030 316</td>
<td>308 206 000</td>
<td>24% Decrease</td>
</tr>
<tr>
<td>Barnarps Trafik AB</td>
<td>4 796 282</td>
<td>2 652 051</td>
<td>45% Decrease</td>
</tr>
<tr>
<td>Norrbottens Resebyrå AB</td>
<td>112 701 999</td>
<td>76 193 004</td>
<td>32% Decrease</td>
</tr>
</tbody>
</table>

Amounts in SEK


<table>
<thead>
<tr>
<th>Online travel agencies</th>
<th>2001</th>
<th>2010</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reseguiden Interactive AB</td>
<td>6 829 085</td>
<td>37 656 820</td>
<td>451% Increase</td>
</tr>
<tr>
<td>Travellink AB</td>
<td>48 987 000</td>
<td>193 089 000</td>
<td>294% Increase</td>
</tr>
<tr>
<td>Scanworld Travelpartner AB</td>
<td>55 676 662</td>
<td>109 941 000</td>
<td>97% Increase</td>
</tr>
</tbody>
</table>

Amounts in SEK


Table 2 - Turnover Changes in Online and Offline travel agencies.

This information is collected from each company’s annual report for year 2001 and 2010. The reason for choosing these companies is because the online travel agencies stated in table 2, is active and large within the online travel agency market and only exist on the Internet. The traditional travel agencies stated in table 2, is chosen on the basis that they are traditional travel agencies that only exists as a store and also that their annual report was easily available.

History and the changes in the travel agency industry

Traditional travel agencies have been dominated on the traveling market since 1970’s (Tsai, Huang & Lin, 2004). Travel agencies’ traditional work was to being a sales agent for travel suppliers and tour planners. They worked like an intermediate for the airlines by selling tickets, transaction, travel advice and distribution of airline reservations. Travel agencies also worked as a link between supplier and customer. This link consisted of selling transportation, accommodation and tours for theirs supplier (Vasudavan & Standing, 1999).

According to Lewis, Semeijan & Talalayeovsky (1998) travel agencies have three roles:

- Link information about travel products between supplier and customer.
- Deal with the transaction like printing tickets.
- Give advice to travelers (Lewis et al., 1998).
When the Internet and World Wide Web became available it changed the entire travel agency market (Lang, 2000).

"The development of information and communication technologies (ICTs) has had profound effects in goods and services marketing. In particular, the advent of electronic commerce has forced companies to face new types of competition and customer relationship management to survive in markets.” (Álvarez, Martín & Casielles, 2007, p. 453).

The opportunity to provide travel services and products online appeared when Internet became available. Internet resulted in a completely new communication and distribution channel and it works as an electronic intermediary between travellers and suppliers (Law, Leung & Wong, 2004). Internet has also enabled an excellent tool for exchanging information (Harris & Rea, 2010). Due to this, online travel agencies occurred and it enables customers to purchase at any time and globally (Ainscough & Luckett, 1996). Some previous customers of traditional travel agencies discovered e-commerce and this increased competition in the travel industry (Tsai et al., 2004).

“...The Internet and World Wide Web remain one of the most topical issues for travel agents”
(Lang, 2000, p. 368).

Some analysts believe that there will not be any need for traditional travel agencies in the future because travelers will choose to buy their trips through online travel agencies. But previous research has found that many travelers prefer to book their travels at a traditional travel agency and that it still will be a need for traditional travel agencies in the future (Lang, 2000). With the Internet and the development of e-commerce, the ability to book trips online has been enabled. This has made an opportunity for travelers to either book through the Internet or purchase at the local travel store (Law et al., 2004).

1.2 Problem discussion

Nowadays sales of trips bought online have grown to a gigantic market and there is an obvious competition between traditional and online travel agencies (Andersson, 2010). Previous it was the traditional travel agency that dominated the market but since online travel agencies entered the market, some customers switched to buy their trips online (Tsai et al., 2004). Buhalis (1998) argue that the accessibility of online travel agencies makes the traditional travel agencies questionable regarding survival on the market (Buhalis, 1998). This is interesting because, although traditional travel agencies have been questioned from several researchers regarding survival, these agencies are still a major part in the travel market. Statistic shows that there are equal numbers of people that buys trips through Internet as through a store (TT, 2011). It would therefore be interesting to know what kind of people that prefers to buy their trips online and offline.

As mentioned above there is high competition in the travel industry market and it is therefore of importance for online and offline travel agencies to identify their right target group in order to enhance competitive advantages (Lin, 2002). Therefore our study aims to understand which those people are who chooses to buy trips online and which chooses to book through the local store. One study made by Goldsmith and Litvin (1999) shows that the group of people who use traditional travel agencies is older, have high income and are well educated compared to those who are not using traditional travel agencies in that wide extent (Goldsmith & Litvin, 1999). This
study is conducted back in year 1999 and a lot of changes and developments have occurred during these years. For instance a new Internet technology called Web 2.0, have been developed which is a web technology that facilitate interaction, communication, information sharing and it opened up the world for social communities (Harris & Rea, 2010). Therefore it is interesting to investigate if the study of Goldsmith and Litvin (1999) still enable us to see the same pattern in Jönköping’s region. We have not found any previous research done within the Jönköping region, about which people who buys their trips through an online travel agency or offline travel agency. This contributes to that the study will be even more interesting to conduct. In order to fulfill the aim of this study, the research will be done by looking at different segmentation methods to get a better understanding about the customers and which target segment the different travel agencies should focus on (Beane & Ennis, 1987).

1.3 Purpose

The purpose is to understand which segments that are purchasing travels at traditional travel agencies and online travel agencies, by examine demographic, psychographic and behavioristic segmentation in the region of Jönköping. Further, in the region of Jönköping, examine advantages and disadvantages of buying trips at an online versus offline travel agency.

1.4 Research questions

In order to fulfil the purpose, this section will contain some comprehensive questions that will be considered during the thesis:

Research question 1: Which are the demographic segments for traditional and online travel agencies?

Research question 2: Which are the psychographic segments for traditional and online travel agencies?

Research question 3: Which are the behavioristic segments for traditional and online travel agencies?

Research question 4: What are the major advantages and disadvantages of buying at an online versus offline travel agency?

1.5 Perspective

This study aims to identify the segments of traditional and online travel agencies. To examine who buys where, we will use a customer perspective that is most suitable since it will contribute in understanding who these individuals are, and what they require when buying trips.

1.6 Delimitations

The focus for this study will be on segmentation in the travel agency industry. Segmentation is a wide marketing tool, where the only focus in this study will be on demographic, psychographic and behavioristic segmentation. Another area is geographic segmentation, which is not relevant since this study aims to only focus on Jönköping’s region and therefore the geographic segmentation is already stated.

When compare customers of online and offline travel agencies in the study, it will be independent of companies. We want to examine just the fact of who buys through the Internet or through a store.
1.7 Definitions

In this section there will be some explanations about important concepts that are used continuously throughout the study. The following definitions will make it easier for the reader to understand, avoid confusions and to provide guidance. These definitions have been established referring to author’s own concepts and it is how we see them throughout the report.

**Behavioristic segmentation:** “Dividing a market into groups based on consumer knowledge, attitude, use or response to a product” (Kotler et al., 2008, p. 985).

**Consumer buying behavior:** “The buying behaviour of final consumers – individuals and households who buy goods and services for personal consumption” (Kotler et al., 2008, p. 238).

**Demographic segmentation:** “Dividing the market into groups based on demographic variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation and nationality” (Kotler et al., 2008, p. 988).

**Geographical segmentation:** “Dividing the market into different geographical units such as nations, regions, states, counties, cities or neighbourhoods” (Kotler et al., 2008, p. 990).

**Jönköping region:** Jönköping region means the county of Jönköping, which consists of 13 municipalities for instance Jönköping, Nässjö, Vetlanda and Värnamo etc. (Regionjönköping, 2012).

**Market segmentation:** “Market consist of buyers, and buyers differ in one or more ways. They may differ in their wants, resources, locations, buying attitudes and buying practices. Through market segmentation, companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently and effectively with products and services that match their unique needs” (Kotler, Armstrong, Wong & Saunders, 2008, p. 410).

**Offline travel agency:** It is a synonym for traditional travel agency.

**Online travel agency:** It is an electronic intermediary that provides travel products and services at the Internet. Also it works as a communication and distribution channel which can provide these travel products and services at any time and globally (Law et al., 2004).

**Psychographic segmentation:** “Dividing a market into different groups based on social class, lifestyle or personality characteristics” (Kotler et al., 2008, p. 995).

**Traditional travel agency:** It is basically an intermediary between end users and suppliers and its’ main tasks is to provide travel products and services and act as information brokers, transaction providers and provide expert-advice. What is essential for traditional travel agencies is also that they are location-based (Zehrer & Möschl, 2008).

**Travel agency:** They work as an intermediate between consumers and producers such as airlines, rental car firms and hotels etc. Their essential role is to sell tickets to consumers and give expert advice. Travel agencies are mostly financed by commission received from the producers (Lewis & Talalayevsky, 1997).
1.8 Outline of the thesis

The following chapter will present the outline of the report which aims to give the reader guidance on all chapters covered in this thesis.

- **Chapter 1: Introduction**
  - First chapter will give a background to the subject and the problem. It will also present a narrow purpose with this study and some research questions that will be considered. In the end of this chapter the perspective and the delimitation of the purpose will be featured and some definitions will be explained.

- **Chapter 2: Method**
  - In chapter two, the most suitable methods for this study will be discussed. The method that have been used during the study will be described and also how the empirical framework has been collected.

- **Chapter 3: Frame of Reference**
  - In chapter three, the reader will be provided with particularly chosen theories that will be of relevance to the research questions. The theories will also address previous research, which will further facilitate the analysis.

- **Chapter 4: Empirical Findings**
  - In chapter four, the results from the research will be presented. The empirical findings will be explained and statistical viewed both in words and figures. This section will contribute to draw conclusions for the purpose of this study.

- **Chapter 5: Analysis**
  - In chapter five, the frame of reference and the empirical findings will be compared and analysed. The analysis will compare similarities and differences between previous research and the empirical findings.

- **Chapter 6: Conclusions**
  - In chapter six, conclusions will be drawn from the analysis, which will contribute to new research.

- **Chapter 7: Discussion**
  - In the final chapter, there will be a discussion of the process of the study and advice for further research around this study's area will be presented.
2 Method

In the method section we will present our different methods that have been used to create our study. Methods for both theoretical and empirical data collection will be discussed and presented. The methods will provide valuable information for the reader about how the process of the study has been conducted.

2.1 Research approach

The authors will conduct this study within the field of marketing where the focus will be on segmentation. Through a questionnaire the data will be collected, which will be based on previous research. When implementing research there are two approaches, the deductive and the inductive approach. During this study the deductive approach will be applied because the research will be built on existing theories and concepts. Inductive approach is used when the empirical study is the base and therefore this approach is not relevant in this report (Eriksson & Wiedersheim-Paul, 2008).

In our study we will not use any hypotheses, instead we will use theories as a guideline to collect data throughout the study. Hypotheses are often used when the researchers have deep knowledge about the investigated area and they are implemented in order to either confirm or reject them (Eriksson & Wiedersheim-Paul, 2008). The purpose with this study is to examine the segments of traditional and online travel agencies and we do not have any assumptions about the outcome and therefore we are not able to state any hypotheses (Bryman, 2002). Instead this study will contain clear stated research questions that the study aims to answer.

2.2 Research strategy

There are several research strategies that can be used and it is important to use the research strategy that is most efficient for answering the stated research questions. One research strategy that can be used is the survey strategy and within this strategy the most common and widespread way is to use a questionnaire. A questionnaire means that every person who responds is answering the same questions. In that way it provides the opportunity to easy evaluate the results and compile analyses (Saunders, Lewis & Thornhill, 2007).

This study will apply a quantitative method where a questionnaire will be used. A questionnaire is a method for collecting information about and from different people and makes it possible to measure and do statistical results (Eliasson, 2006). A pilot study will be used to ensure that the questionnaire collects the required data that is necessary in order to answering the research questions. A questionnaire gives the opportunity to collect a large amount of data and it is therefore particularly suitable in this study since the aim is to examine which segments are using traditional travel agencies or online travel agencies (Saunders et al., 2007).

2.3 Quantitative and Qualitative methods

There are two main different research methods, quantitative and qualitative. Quantitative method means that the results of the investigation often are presented in numbers and often involves comparisons while qualitative method try to avoid comparisons and instead present the result in terms of words. It is also possible to combine these two methods and in some cases it is
advantageously to use this combination of methods especially if the research is of widely extent (Trost, 2007).

Quantitative method originates from quantifying, which means calculating (Fangen & Sellerberg, 2011). As written above quantitative method means that data can be measured in terms of numbers, figures, diagrams and other variables (Halvorsen, 1992). The mainly quantitative methods are experiments and questionnaires (Saunders et al., 2007). Questionnaires are often cheap and if it is possible to do the questionnaire online, it could reach even more people at a lower cost (Eliasson, 2006). This method helps us to simplify the collected information and give an overview as well as a context. The collected result through the quantitative method is not enough to present, the result must be analyzed and conclusions should be stated. The strength of quantitative method is the possibility to measure and show how widespread a phenomenon is. One example could be to see how many people that have been affected by payment problems and further based on this result it is possible to narrow it down to a certain segment (Fangen & Sellerberg, 2011).

Qualitative method does not mean to get statistical and quantifiable results. Instead the aim is to increase the understanding and find the essence of the research (Halvorsen, 1992). It is also about gathering deeper information and it is often implemented in studies where data is difficult to measure (Eliasson, 2006). The two most common qualitative methods are observations and interviews. Researchers use qualitative methods when they want to explore thoroughly, search context and become aware of how different phenomena are related. The advantages of qualitative methods are that they are flexible. It is possible to adapt the methods due to the situation and how the research develops. Researchers can also choose which level they want to adapt for example at an interview. Qualitative methods are best suited to phenomena that are difficult or impossible to measure the quantity of. It is not optimal to use a qualitative method if it is important to measure in terms of numbers or to generalize to a larger context (Eliasson, 2006).

When doing research it is important in early stage to decide which methods that should be used to collect data. The collected data will be crucial for how the further work will appear (Fangen & Sellerberg, 2011). We chose to use quantitative method, as this was most relevant in order to fulfill our purpose. Our aim with this study was to measure and compare different groups of people that consume and book their trips at online or offline travel agencies. Therefore the quantitative method was the most suitable since it is an efficient way of expressing and presenting the results through numbers and figures (Halvorsen, 1992). The figures and numbers will facilitate for the reader to understand our outcome of the quantitative study. The purpose with this study was to get an overview of a large scale of people and not deeper information and therefore we chose the quantitative method. Since we wanted to examine who and not why a customer buys through the different ways of booking trips the most suitable was quantitative method. Due to that qualitative method is used for examine why (Maxwell, 2005).

2.4 Data collection

This section will include how the data in our study was collected. There are mainly two data sources, which are primary data and secondary data. Secondary data is existing data that previous scientists have already collected. Primary data is instead the data that the authors themselves
collect through example a questionnaire (Fangen & Sellerberg, 2011). In this section the two data sources will be further presented.

2.4.1 Primary and secondary data

Secondary data was collected through previous research, journals, literature and other relevant articles. To get access to the information and previous research that was needed for our theoretical framework, we used databases such as Google Scholar, JSTOR and Scopus. Some of the searched words we used were: online travel agency, traditional travel agency, demographic segmentation, age and gender segmentation, market segmentation, psychographic segmentation, social class, behavioristic segmentation, usage rate etc.

The main collected secondary data for this study have been about market segmentation. This is a process of finding a group with the same interest through certain criteria (Smith, 1956). We chose to base our market segmentation on Kotler, Armstrong, Wong & Saunders (2008) four areas: geographic, demographic, psychographic and behavioristic (Kotler et al., 2008). Our focus was on the last three areas and not on the geographic segmentation. This is because we had already chosen to do the study in the region of Jönköping, which means that the geographic segmentation was already decided. Therefore it was not relevant for us to examine geographic segmentation.

We collected our primary data through a questionnaire (see appendices 1 & 2), which were the base for the analysis of which target group that chose to buy their trips through a traditional travel agency or online travel agency and what advantages that was preferable of each way of booking trips. Further the collection of the primary data will be discussed and presented in the sample collection and questionnaire section.

2.4.2 Sample collection

For researchers it is not always possible to select the whole population when doing their research, since it would require a lot of time and financing. Therefore it might be a good opportunity to select a sample and define a target (Saunders et al., 2007). This is important for the authors of this study to define, since the study is about determine a group or a sample for the questionnaires. The aim of the questionnaire is to examine the segment, who buys trips at a local store or at an online travel agency, in the region of Jönköping. Because of that, sampling was even more important in this study since it was not possible to represent the entire population of the region of Jönköping due to the time limit and that it would be impracticable (Bryman, 2002). The sampling was collected at the city of Nässjö and Jönköping where bypassing people were asked if they wanted to be a part of the research. To get as realistic results as possible the sampling was only aimed to the individuals within the Jönköping region. Therefore individuals were first asked if they live in the region of Jönköping, otherwise they had to be eliminated. Also those who did not want to be a part of the research were excluded from the data immediately in order to reduce the numbers of errors in the data. We had eleven people that did not want to attend as respondents of the questionnaire and they were therefore excluded from the study.

There are two techniques for selecting a sample: probability and non-probability sampling. Within the probability sampling the selection from the population is known. The population have the same chance of being selected for the sampling. This way of sampling is often used within
questionnaire and experimental research strategies. Within the non-probability sampling the selection of people is unknown, and it is still possible to generalise the population but not on statistical grounds (Saunders et al., 2007). The researchers have decided to use the non-probability technique for this study due to the time limit, the financing and because the population is unknown. The conducted sample of this study is not large enough in order to be able to generalise and therefore the use of non-probability sampling techniques will be used (Saunders et al., 2007). Non-probability provides a range of different techniques based on subjective judgement. These techniques are convenience sampling, quota-, purposive-, snowball sampling and self selection (Saunders et al, 2007). For this study the authors used a convenience sampling which means a selection of those who are easiest to obtain for the sample, the people who are at the right place at the right time (Bryman, 2002). The convenience sample is completed when the required size of sample has been reached and the advantage with this way of collecting the sample is the possibility to conduct a large number of sampling in a short time (Saunders et al., 2007). This study aims to conduct many answers in order to get as realistic results as possible. Therefore, convenience sampling is most suitable for this study. The negative about convenience sampling method is the impossibility to generalize (Bryman, 2002). However, we would not have had the possibility to generalize since our collected sample in this study is too small compared to the population within the Jönköping region.

Sample frame is about when the sampling will be drawn. This frame can for example be found through a telephone list. To construct a sample frame it requires much time and costs (Saunders et al, 2007). For this reason a sample frame will not be used in this study. The only decided structure for this study was that the sample should consist of people from the region of Jönköping and from the nearest city close to Jönköping.

A lot of researchers have different views and opinions about the sample size and how it should be calculated (Bartlett, Kortlik & Higgins, 2001). Our objective was to collect 100 respondents and in order to be sure that this quantity would be reached we added another 20 percentages to our objective which means an objective of 120 respondents. Of these 120 collected questionnaires only two of them were impossible to interpret which means that we reached a response rate of 98.3 percentages.

2.4.3 Questionnaire

A questionnaire is of quantify nature and it can be available through post, e-mail or at the Internet and it may also be answered in groups. These questionnaires are a measuring instrument, which hopefully measure what it is supposed to measure. All questionnaires must look the same and it is relevant to make decisions about population, selection, some of the question construction, coding and working process (Trost, 2007). Therefore it is a good way to begin with the idea purpose, which must be clarified before starting with the questionnaire (Saunders et al., 2007). Already at this stage it is possible to see the boundary of potential respondents or the size of the formula. It is important to know what you want to accomplish with the help of the questionnaire, it is not only to conduct a questionnaire without knowing why. The result must be compiled after the questionnaires have been answered and this data will almost always make a judgment about the entire population or only a certain percentage (Trost, 2007).
Questionnaires can be constructed in different ways depending on how the researcher will contact the respondents (Saunders et al., 2007). We used the self-administrated technique where the printed questionnaires were handed out to the respondents who by themselves filled in their answers. The questionnaires were then collected after the respondents had filled them out. This self-administrative way was most appropriate for us since the questionnaire was anonymous due to that some questions were sensitive and we did not want to influence them, therefore our only role was to support the respondent. Another reason for us to use the self-administrative way was due to that we wanted to investigate a group of people that either use Internet for buying trips or a store to buy trips. If we had used an internet-mediated questionnaire it would have been possible that we only would have reached individuals that use Internet for buying their trips. Therefore it was not appropriate to use an internet-mediated questionnaire (Saunders et al., 2007). Our questionnaire consisted of closed questions since it is an easy way for respondents to answer and that we did not want deep information. This way helped us to retrieve results that gave us the ability to simplify the comparisons of the results (Bryman, 2002) (See appendix 1).

As mentioned before, the questionnaires were handed out in Nässjö and Jönköping. This was done between 11-12 April in front of the station in Jönköping and around the station in Nässjö where a lot of bypassing people were available. The questionnaire were handed out and conducted 5 hours per day both mornings and afternoons.

When designing the questionnaire, we chose to divide the questions into three areas; demographic, psychographic and behavioristic variables. This was done in order to easily compare the empirical findings with the theoretical framework and to provide a more suitable analysis and conclusion (Saunders et al., 2007). We compiled the result of the questionnaires in the statistic software program SPSS 19.0 in order to strengthen the empirical part of the study. SPSS is a well known statistical software program that can be used for evaluation and market research (Wahlgren, 2008). The program allowed us to conduct charts and tables, which is essential for descriptive statistics. Descriptive statistics is about to collect, present, summarize and analyse data that for instance is collected through a questionnaire and this allowed us to calculate both means and medians (Levine, Krehbiel & Berenson, 2009). In the empirical findings we compared different segmentation variables through crosstabs, which made it possible to combine and compare the answers from the questionnaires. We also used the software program Excel to compile the gathered information from the crosstabs since it was easier to make simple graphs and tables in Excel. Further these crosstabs, tables and figures were the basis for the analysis to identify correlations and to be able to answer the research questions as well as give us the possibility to draw conclusions.

2.4.4 Pilot study

When the questionnaire had been constructed we tested it through a pilot study. It means that the questionnaire was tested on a group of people that fit within the same group of people that the questionnaire was aimed for, but which were not a part of the real investigated group. We did this pilot study in order to evaluate if it was necessary to improve the formula, for example to reformulate the questions, in order to do it more understandable to the respondents (Eliasson, 2006). As it is of importance to also get good validity and reliability we used the pilot study to optimally avoid failures, incorrect registrations and to get as fair result as possible. First we asked our friends and families if they understood the questions that we planned to use in the
questionnaire. Based on this we discussed and reformulated some of the questions. After this was done we did the pilot study where we asked people to fill in the questionnaire and these were conducted at the same place where we later intended to do the investigation. The pilot study resulted in some few changes of word selections but no major changes were necessary. We were able to see the possibility to distinguish the pilot study group into different segments, which was our aim with this study.

2.5 The study’s validity and reliability

A good study and research project should be interesting, trustworthy and understandable. With interesting means that the work should be relevant and treat problems that can be perceived as meaningfully and significant by several people and not only by the authors themselves. The next criterion for a good study is trustworthy. In order to make the work and research trustworthy it is of importance that the investigation has high validity, reliability and that the results are reasonable and justified by acceptable methods. To reach high validity and reliability we were neutral during the process of the study. This means that we did not influence or favored the results of the investigation. The last criterion for a good study is understandable, which means that the report is easy to understand. It is important that the reader understands what the authors want to communicate (Eriksson & Wiedersheim-Paul, 2008).

Validity is about in which extent you measure what you intend to measure. If for example the questionnaires do not measure what the researcher intended to, the output of the questionnaires could be completely different and incorrect. This could make the study useless. To make sure that our questions would be of high validity we talked to different people and asked them if they understood the questions we planned to use and this was done before the pilot study (Eriksson & Wiedersheim-Paul, 2008). This was done in order to be sure that we measured what we intended to measure. When the questionnaire was constructed we tested it through a pilot-study. Since all the respondents were from Sweden we decided to do the questionnaire in Swedish. Some respondents might have difficulties to understand English and therefore a questionnaire in Swedish will make it easier to understand the questions and avoid misunderstandings. This also contributed to better validity for the research (See appendices 1 & 2).

Reliability is about whether the results of a study will be the same if it is implemented again, or if it is affected by random or temporary conditions. Usually reliability is of special interest in the quantitative research. Investigators are interested in finding out if the measurements are stable or not (Bryman, 2002). If for example a questionnaire provides reliable and stable results it means that the research has higher reliability. In order to get high reliability it is a must to use a method that is independent of investigators and respondents. Should other investigators get the same results if they are using the same method? Or should other investigators get the same results at a different time with other respondents? (Eriksson & Wiedersheim-Paul, 2008). We believe that our study meets the criteria for good reliability. Because we have described and chosen a method that is independent of investigators and respondents, it will be easy to remake the investigation and thus obtain credible and stable measurements. This makes the investigation more valid and reliable. Due to that we base our investigation on individuals from the Jönköping region, it is important that other researchers use the same delimitation. Even though some researchers remake the investigation exactly as we did it is not certain that they will get the same results. A
reason for that could be that it is not possible to control the number of old or young people that are participating in a convenience sampling. We have seen that young and old individuals differ and thus the outcome will be affected if the researcher gets a majority of one age group in the investigation. Another reason for different results may be that the society is changing and the development of Internet is growing fast and rapidly. Therefore, researcher may not get the same results if they do the same investigation in the future, in a few years. But if the investigation will be done in the nearest future and get the same number of young and old respondents as we did, the results could be alike and probably very similar. We also think that the validity of the study is high since it enabled us to answer our research questions and the intended measurements were measured.

2.6 Generalizability

Researchers are usually interested in generalization which means in what extent the results can be generalized to other groups and situations than those who had been presented in a particular questionnaire (Saunders, Lewis & Thornhill, 2009). This means, when examining something, for example through questionnaires, a researcher wants to be able to claim that the results are accurate and truthful also for other people who had not participated in the questionnaire (Bryman, 2002).

The fact that it is virtually impossible to send out questionnaires to or interview an entire population, for example all residents of a city or a country, it is vital for researchers to make a sample. In a quantitative research it is therefore a major focus on obtaining a representative sample. The more representative a sample is the easier it is to argue that the results are not unique to the respondents within the investigated group (Bryman, 2002).

The most important technique when trying to create a representative sample is probability sample. When using probability sampling it means to randomly choose the sample and this reduce distortion. When a researcher has succeeded in producing a representative sample, s/he must ask the question; what is the sample representative for? The representative sample is only representative for the investigated population. This means that it is not possible to generalize beyond the population (Bryman, 2002). If you are not able to generalize it is of much importance to only address the result to the investigated group (Saunders et al., 2009). If you do a questionnaire of a sample from a population such as an organization, region, city or village it is only possible to generalize the sample to that particular investigated population. It is not possible to draw any conclusions beyond the population that formed the basis for the sample (Bryman, 2002).

The results of our study can be considered as valid according to our delimitations. The generalizability can only be applied on those persons who participated in our questionnaire and thus cannot be applied to other individuals or to the whole population in the region of Jönköping. The purpose with quantitative research is to generalize (Fangen & Sellerberg, 2011) but in our study we applied a non-probability sampling, which made the generalizability more complicated and not that trustworthy. Even though this was the case we still had the chance to get an overview of our investigated area, which was the aim of this study.
3 Frame of Reference

This chapter will introduce the theories for the research questions that occurred based on the purpose of this study. The theories will facilitate the analysis. Particularly theories about segmentation will be presented where the focus will be on Kotlers four areas: geographic, demographic, psychographic and behavioristic. It will also address previous research about advantages and disadvantages when buying trips through Internet or in a local store. These theories will assist the reader to critically review the analysis and better understand the purpose of this study.

3.1 Consumer buying behavior

This section will provide general information about how people behave in their consumption, which is important knowledge when segmenting a market. This information will give an overview and introduction to the subject market segmentation.

A market consists of many people, potential customers and buyers who all differ in their needs, desires, interests, benefits they seek and buying procedures. They could also vary a lot in age, income, education-level and their taste. All these different factors are examples of things that influence consumers’ buying behaviour. Due to all these factors it is a challenge for companies to satisfy all customers requires and needs with only one single service and product (Dibb & Simkin, 1991; Kotler et al., 2008). It is very complicated to understand consumers’ buying behavior but yet so important and central for the marketing management in a firm (Kotler et al., 2008).

“Just as marketing ends with consumption, so marketing management must begin with understanding customers” (Kotler et al., 2008, p. 238).

In earlier times marketers had it easier to understand the consumers, due to marketers’ daily experience of selling to the customers. Today it is different, markets and firms have grown in size and there is a distance between marketers and customers, both: demographically, physically and socially. Therefore companies spend more money today than ever before to study consumers and learn about their consumers’ buying behavior. There are six questions a marketer can use as a guide to find out about consumer behavior; what do consumers buy, where, when, why, how, and who buys? It is found that consumer-purchases are very influenced by cultural, social, personal and psychological characteristics. Marketers cannot control these factors but it is important and necessary to take them into account (Kotler et al., 2008).

Today there are large markets consisting of lots of buyers and they vary between each other. Companies have understood that they cannot reach all buyers in a market and especially not reach all buyers in the same way. It is also true that the companies’ capability to satisfy all segments of the market differ a lot. Therefore it is of importance for companies to search and identify which groups of the market they can best serve and earn most money on (Kotler et al., 2008). It has been crucial for companies to move away from mass marketing and towards target marketing strategy; which means determining market segments, choose one or several of them and finally developing products and marketing programs suitable for each segment (Dibb & Simkin, 1991).
### 3.2 Market Segmentation

This section enables us to understand the basics of market segmentation which will make it easier to understand the concept of demographic, psychographic and behavioristic segmentation. Further it will facilitate the answering of research question 1, 2 and 3.

Smith (1956) came up with the concept *market segmentation* (Smith, 1956) and it is a tool for developing a market (Assael & Roscoe, 1976). To be more specific, market segmentation is a process of finding a group within a market that is identified based on certain criteria. This group of people has the similar interest in the product or service (Smith, 1956). From then on, in the study of marketing, the market segmentation has been one of the most important parts (Dickson, 1982). Beane & Ennis (1987) argue that some segmentation will not provide any important or useful information but there are still a lot of ways to do market segmentation and some of them might give valuable information (Beane, & Ennis, 1987). According to Wind (1978), when doing a successful advertising, pricing, distribution, product positioning and new product introduction for a company, segmentation has become the preferred technique to all of these (Wind, 1978).

There are two major reasons why we do market segmentation; one is to look at new opportunities or areas for a product that may be open to existing product repositioning. The other one is to develop a better advertising announcement and through this get a better comprehension about the customers (Beane & Ennis, 1987).

When trying to find the segment it is important to be creative because there are many different ways to segment a market. It is important to investigate any relationship that can be promising and hopeful (Beane, & Ennis, 1987). When the research about the segment is conducted and the information is consolidated, the next step is the selection; how many segments should be included? After determining the different segments that should be included the target segment/group is decided. While the selection of the target group is being decided there are some factors that should be taken into account such as reachability of the segment, competitive activities, the management’s resources and the possibility to implement a strategy for the segments that have been chosen. When the segments are determined the management must translate the results into a clear marketing strategy. Regardless of how good a market segmentation has been conducted, the main reason of a successful work is that the management can develop appropriate marketing strategy from the received information about the segments (Wind, 1978). Therefore when the management are planning marketing activities they require exact utilization of the market segmentation (Smith, 1956). But it is important to have in mind that the segments will constantly change since the market changes all the time (Beane, & Ennis, 1987). In the final end it is the management that select the target segment for their marketing project (Wind, 1978).

Kotler is repeatedly mentioned in the area of market segmentation, where he divides the segmentation based on demographic, psychographic, behavioristic and geographic variables (Beane & Ennis, 1987; Lin, 2002). Geographic segmentation is about customers required needs or the ways to fulfil these needs which can vary geographically. Vary geographically can mean that it is divided by region, country or population density (Beane & Ennis, 1987). The aim of this study is to investigate Jönköping region and therefore the geographic segmentation is already...
decided. Due to that the geographic area already is decided there will be no focus on the theory of geographic segmentation.

3.2.1 Demographic segmentation

Demographic segmentation will be presented in this section, which will favour the answering of research question 1.

The most usual way of segmenting a market is by demographics (Assael & Roscoe, 1976). Why demographic segmentation is usual is due to consumers’ wants, needs and usage rates often are connected to demographic variables (Kotler et al., 2008). The classical demographic aspects are gender, age, education and income (Lin, 2002). Other demographics for dividing a market into small market segments are occupation, family size, property, geography, size of city and stage in lifecycle (Plummer, 1974). According to Cleveland, Papadopolous & Laroche’s (2011) study the most essential demographics were age and gender (Cleveland, Papadopolous & Laroche, 2011). In another study the most considerable demographic aspects were age, income and number of children (Bass, Tigert & Lonsdale, 1968). When doing market segmentation based on demographics and other aspects, the results are often presented as types of characteristics (Wind, 1978).

Age is often stated as the most essential demographic aspect in market segmentation (Cleveland et al., 2011; Bass et al., 1968). On the other hand, one study shows that age did not have any impact as an aspect for the segmentation (Dolnicar, Crouch, Devinney, Huybers, Louviere & Oppewal, 2008). It is well known that when people grow older their view and opinions of certain products and services changes. Younger people tend to try new products and services, which often include technology innovations. Compared to older people, who mostly buy their products on a routine-basis and are not that open for new products and services (Cleveland et al., 2011).

One demographic variable is gender, which of course is divided into females and males (Kotler et al., 2008). In a study it is possible to see that females often were influenced of family in their consumption behavior while males instead were mostly influenced of mass media and society (Keillor, D’Amico & Horton, 2001).

Another common way of segmenting a group of people based on education is: Elementary school, High school, University and Postgraduate education. Level of education can affect consumers’ choice of product. A study shows that people with high education level were most affected by friends in their choice of product and they were less influenced by the society and politics when it comes to make a purchase-decision of a product. What is more stated for high educated people is that they are more likely to be global in their consumption compared to the lower educated people who is more likely to be local in their consumption (Keillor et al., 2001).

High income is assumed to affect the consumption, where those people who has high income, tends to consume more than those with low income (Keillor et al., 2001). But in one study, the income did not show any significant differences that could be used for segmenting the market (Dolnicar et al., 2008). The lowest and the highest mean income per month before taxes in Sweden is 24 500 SEK respectively 34 000 SEK and the mean medium income is placed between these incomes (scb, 2011). High income peoples’ consumption behaviors are often influenced of friends and society. The consumption behavior that might be influenced of friends and society
might be connected to that high income people are likely to follow trends and in that way get higher status. This does not mean that high income people in general are more sophisticated, it means that more financial resources give the opportunity to buy more products and services (Keillor et al., 2001).

The core family is commonly described as a family with two parents and two children. This has now changed and the family situation can vary a lot. The family may consist of single parents with children, non-married couples with children, singles living alone or regular couples consisting of both genders or the same gender etc. Consuming behavior may be affected by different family situations (Kotler et al, 2008).

One way of doing market segmentation based on demographics is to divide a market into socio-economic criteria, thus segmenting based on income. Socio-economic criteria refer also to family situation, occupation and type of education (Assael & Roscoe, 1976). Demographics are easy to use when dividing a market into customer classification (Plummer, 1974). This classification by demographics is necessary to do in order to develop efficient product strategies. On the other hand one optimal way of market segmentation is to complement demographics with psychographics. By doing that you will have an excellent tool for decision-making regarding product positioning and increase profitability by go for the right target audience (Lin, 2002). Relation between demographics and psychographics in segmentation seems like completely logically and like a perfect match (Wells, 1975).

3.2.2 Psychographic segmentation

Psychographic segmentation theories are the base for us to be able to answer research question 2 and it will therefore be explained in this section.

It is difficult to explain the psychographic segmentation area because it does not have a clear measuring technique like demographic segmentation have. This area is a combination of demographic and psychology (Vyncke, 2002) but psychographic segmentation rely more at ways of living and social class (Beane & Ennis, 1987). The results from the psychological segment can sometimes be difficult to implement because it is rich of different answers, but it gives more defined information about the key target customer (Plummer, 1974).

Ways of living

Psychographic segmentation can also be called life-style segmentation. This part is important because it gives a unique and a major view of the market. This segment starts with the people and not with the product, and classifies the people into different life-styles group (Plummer, 1974).

Many authors use AIO as a measurement of life-style or psychographic characteristics (Chow & Murphy, 2011; Plummer, 1974). AIO stands for activities, interests and opinions. Plummer (1974) shows the different part in the AIO measuring and the demographic area; see Table 3, "Life Style Dimension."
The table, *Life Style Dimension*, is divided into four categories, the first three categories are a part in the life-style segmentation and the last part is the demographic segmentation (which has already been discussed in the previous section). The first part in the table is activities. These activities are clear actions like work, hobbies, social events and vacation, etc. and it measures how people spend their time. The second part stands for interest in different subject, object or events. It is about where they place importance in their environment such as family, home, job, community and fashion, etc. The third step is the opinion part; it is the opinion about themselves and the world around them such as social issues, politics, businesses and economics, etc. (Plummer, 1974).

The life-style segment tries to answer questions like; Are the group positive about the future? What do men think about the job of housekeeping? By using AIO measuring it will provide a three-dimensional and a broader view of the customer. Through this, it is easier to provide relevant product positioning, communication and promoting (Plummer, 1974).

**Social class**

To improve the effectiveness of the marketing, managers apply the concept social class (Hugstad, Taylor & Bruce, 1993). Social class develop a more depth into demographic segments. But to develop a meaningful insight into the costumer within the social class it often needs to be complemented (Plummer, 1974). Social class was formed to include a process of ranking people in classes with higher and lower hierarchy that decides the social position. Between the different classes there are no obvious lines (Martineau, 1958) and this is because it is a complex concept and difficult to measure (Hugstad et al., 1993). The ranking process depends on many factors, and the two most important factors are money and occupation (Martineau, 1958). According to Martineau (1958) there are big differences between the various social classes because they do not think or handle the world in the same way. Each corporation has their own different power of effecting customers in different status groups. By looking at the customers’ consumption pattern they can define the classes which is most determined by the economic behavior. The most common groups within social class are lower class, middle class and higher class. Those in the lower status are more interested in the world around them and with their family. They are also more concerned about the security and insecurity. The middle class are willing to take more risks than the lower class and they are more interested in national happenings. The higher class is associated to that they save money while the middle class is spending more money than they save (Martineau, 1958).
3.2.3 Behavioristic segmentation

The last area of Kotler’s et al. (2008) four major different areas for segmenting a market is behavioristic segmentation. Therefore a literature review of behavioristic segmentation will be presented in this section in order to be able to answer research question 3.

Behavioristic segmentation is about dividing customers into groups on the basis of their attitudes, knowledge, uses or responses to a product. Many of the segmentation variables used for behavioristic segmentation, says something about the customers’ behavior. Examples of variables that can be used are purchase occasion, benefits sought, user status, usage rate, loyalty status, readiness state and attitude towards products. According to a lot of marketers it is best to start with behavioral variables for building market segments (Kotler et al., 2008).

The competition in the travel and tourism industry has increased and became harder and harder the last years. Several travel agencies have occurred and a greater range of travel products is provided while people also travel a lot more today than before. This competitive environment has made segmentation strategies more important and has become like a weapon that travel agencies could use to reach customers and improve their offers. Because of this development, it is a lot more segmentation techniques that are used now than before. Earlier it was usual to only divide consumers into groups based on traditional segmentation factors such as geographic and demographic characteristics. But now it is common that in addition to traditional segmentation methods to also use other segmentation techniques such as benefit segmentation (Frochot & Morrison, 2000).

Benefits sought

Benefit segmentation is a part of behavioristic segmentation and has been used a lot nowadays in the travel and tourism research. When using benefit segmentation it means to segment a market based on the benefits sought in a product (Frochot & Morrison, 2000). It is necessary to focus on the benefits sought by the customers and therefore the benefits that are used to divide customers into segments can vary between products and markets (Frochot & Morrison, 2000; Brottschen, Thelen & Pitters, 1999). Examples of benefits sought by customers are economy, service and quality (Kotler et al., 2008). The aim with benefit segmentation is to get a deeper understanding and find out why a customer buys a product. By knowing this it is possible to market and communicate the benefits to potential customers and to improve customer satisfaction (Brottschen et al., 1999).

Other behavioristic segmentation variables that create interesting information about customers’ behavior is user status, which means a customers’ use of a product. Based on this, customers are divided into regular users, first-time users, potential users, ex-users or non-users of a product (Beane & Ennis, 1987). A company cannot only rely on regular customers, they must try to tempt back old customers and at the same time try to gain new ones. This requires different marketing activities to the different groups (Kotler et al., 2008).

Usage rate

Furthermore it is possible to segment customers into groups based on how much they use a product. This is called usage segmentation and this technique has been exploited by a lot of travel
marketers. They often divide customers into heavy, medium and light user groups. Usage segmentation does not need to have something with loyalty to do. It is not at all certain that heavy users are more loyal than light users (Litvin, 2000). According to Kotler et al., (2008) if a marketer wants to know customers loyalty it is possible to conduct loyalty status segmentation. It is usually done by dividing the customers into groups based on their degree of loyalty. Common variables to divide the loyalty in are; none, medium, strong or absolute loyalty status and the customer can be loyal to both a company and/or a brand. Another behavioristic segmentation variable that tells something about a customer’s behavior is their attitude towards products. Through this the customer can be divided into enthusiastic, positive, indifferent, negative or hostile (Kotler et al., 2008).

3.3 **Advantages and disadvantages of buying online and offline**

In this section the different advantages and disadvantages when buying trips through a traditional travel agency and online travel agency according to other research will be addressed. This section provides valuable information that will facilitate the answering of research question 4.

3.3.1 **Traditional travel agency**

Walle (1996) argue that traditional travel agencies’ advantage and strength is that they have the possibility to provide personal services such as advice and information (cited in Law, Leung & Wong, 2004). The human touch and personal service is an essential part of traditional travel agencies, which gives them advantages over online travel agencies (Law et al., 2004). This is also stated in Lang’s (2000) study where the main reason for choosing a traditional travel agency is their great security and again human touch, personal service and that customers felt loyalty to their travel agents (Lang, 2000). According to Dubé and Renaghan (2000) traditional travel agencies plays an important role as information brokers, transferring money, booking rooms, give advices to customers and also integrate with their customers and by that, satisfy their needs and requirements which for customers leads to value-added service (Dubé and Renaghan, 2000).

In a study by Law et al. (2004), they state that traditional travel agencies are not that flexible and do not offer as many trips as online travel agencies do (Law et al. 2004). What considered being an advantage for online travel agencies naturally is lacking in traditional travel agencies. Some of them are Internets’ availability, constant updated detailed information, cost advantages and avoidance of traditional travel agencies fees (Lang, 2000). Traditional travel agencies need to further strength their role as advice giving, otherwise online travel agencies will threaten their future (Bennett, 1993).

3.3.2 **Online travel agency**

There are several advantages of using the Internet and the World Wide Web. Travel agencies could use the Internet to provide their products and services to their potential customers at any time and globally. Similarly, a traveler could through a travel agency’s webpage communicate, request information, purchase products or services at any time and globally (Law et al., 2004). This is possible, since the web and the websites have no physical forms due to that websites are virtual in nature. A website is therefore available to everyone with Internet 24 hours a day, seven days a week and at any place (Breitenbach & Van Doren, 1998). Internet is a very effective way of accessing, organizing and sharing information. Through the World Wide Web, information can
be transferred over the whole world in just a few seconds. The information could also easily be modified, updated and expanded at no cost (Ainscough & Luckett, 1996).

In a previous study made by Lang (2000) the respondents were asked to list the advantages of the Internet for travel consumers. One of the main advantages that was listed by 65.6 percentages was direct access for availability and comfortable. Other big advantages that was listed by approximately 30 percentages each was time savings, the easiness to compare prices, cost savings, the opportunity to access detailed and updated information and that it is more options via the Internet. Another advantage with the Internet for travel consumers that several people brought up was the avoidance of sales pressure to make quick decisions (Lang, 2000).

In the same research it is also possible to see the consumers’ reasons for not booking online, thus the disadvantages by the Internet for travel consumers. The respondents who answered this question had used the Internet to get travel information but they had not booked online. Their main reason for not booking online was the issue of credit card security and that was stated by 35 percentages. The next big reason for not booking online via Internet was lack of confidence in technology, which was stated by 20 percentages of the respondents (Lang, 2000). This result can be connected to that the respondents might be older people since Cleveland et al. (2011) says that older people hesitate to use new technologies such as Internet (Cleveland et al., 2011). Other minor reasons, but still important reasons for not booking online was the lack of human interface and personal service and that they already were happy with their existing travel agency and that they wanted to be loyal (Lang, 2000).

There is great disadvantage with direct stores at the Internet and that is the issue of online payment security. Data security is very important when dealing with sensitive information like credit cards (Ainscough & Luckett, 1996). Another disadvantage is that direct stores at the Internet must compete with several hundreds of other web pages to trying to gain and remain visitors (Breitenbach & Van Doren, 1998).

3.4 Summary of frame of reference

The theories that have been explained and discussed in this study are included since they are of great importance for the chosen subject and because they will be of relevance for the research questions. In this section theories will shortly be presented to summarize the frame of reference and to show how the theories are connected to each other, see figure 1, Relation between theories.

Markets have grown in size and consist of many different buyers that all differ in their needs desires, interests, benefits they seek and buying procedures. All these different factors are examples of things that influence consumers’ buying behaviour. The fact that buyers are different has made companies understand that they cannot reach all buyers in a market in the same way (Dibb & Simkin, 1991; Kotler et al., 2008). Companies have therefore moved away from mass marketing towards target marketing strategy. It means to start with identifying market segments, choose one or several of them and develop products and marketing that fits each segment (Dibb & Simkin, 1991).

Market segmentation is a tool, a process companies use to divide large markets into smaller group segments that is identified based on certain criteria. The different segments have similar interest in the product or service (Smith, 1956). There are two big reasons why companies do marketing
segmentation. The first reason is to see if there are any opportunities or areas for existing products to repositioning. The second reason is to develop and do more effective marketing, it is possible to reach customers more effectively if you have knowledge about customers. A market can be segmented in many ways, it is important to be creative (Beane & Ennis, 1987). According to Kotler et al. (2008), there are four main areas for segmenting a market, they are: geographic, demographic, psychographic, and behavioral variables (Kotler et al., 2008).

Demographic segmentation is the most usual way of segmenting a market (Assael & Roscoe, 1976). The classical demographic aspects for dividing a market into smaller groups are by gender, age, education and income (Lin, 2002). Other demographical variables used to divide a market are occupation, family size and property etc. (Plummer, 1974). Psychographic segmentation is not as clear to identify and measure as the demographic segmentation is (Vyneke, 2002). By psychographic segmentation it means that a company can divide and segment the groups based on ways of living, social class and personality characteristics (Beane & Ennis, 1987). This way of segmenting can give many different answers and therefore be difficult to implement, but it is important to do because it gives defined and valuable information about the customers (Plummer, 1974). Within behavioristic segmentation the market is divided into smaller groups based on customers’ attitudes, knowledge, uses or response to a product. All these variables say something about the customers’ behaviour. For example it is usual to divide customers into groups based on benefit sought in a product (Kotler et al., 2008).

All these segmentation techniques can be used in combination with each other in order to find segments worth focusing on. In addition this will contribute much knowledge about the customers that is valuable (Kotler et al., 2008). Through this, it is easier to provide relevant product positioning, communication and promoting (Plummer, 1974).

**Figure 1 - Relation between theories**

Consumer buying behavior and market segmentation describes and provides an overview about markets and segmentation. These sections are included in our report in order to introduce the reader into the investigated subject which is essential for understanding the purpose of this study. We have chosen to focus on three segmentation methods that we present separately. The theories about demographic segmentation, psychographic segmentation and behavioristic segmentation will help us to answer research question 1, 2 and 3. Businesses use these segmentation methods to find their target group. Furthermore, theories about advantages and disadvantages of buying online and offline were brought up to obtain a deeper understanding about different segments and to answer research question 4.
4 Empirical Findings

In this section results from the investigation of this study will be presented and statistical data will be shown and described. The collected empirical data will be consolidated through the statistical software program SPSS. The results from the questionnaire will be divided into the same structure as the chapter, frame of reference, which is demographic-, psychographic- and behavioristic segmentation. This structure is used in order to facilitate for the reader to link the theories with the empirical findings.

4.1 Statistical results

The questionnaire was handed out to people in the Jönköping region. The questionnaire was about which people and how they purchase their travels and the handout gave 120 respondents. Two persons answered the questionnaire incorrectly and therefore they were impossible to interpret which meant that we had to remove them from the investigation. This means that the research will be based on 118 respondents. Even though the questionnaire was handed out to people that were at the right place at the right time, we got quite equal division between gender, with 58 females and 60 males. The respondents are divided into four age groups where 31 respondents are placed within the age group 18-25 and 31 respondents are placed in the age group 26-39. The age group 40-59 consists of 32 respondents and the oldest age group 60+ consists of 24 respondents.

4.2 General about traveling

Question 11

The respondents got a general question regarding why they travel, where they were able to choose several reasons, see figure 2. Most chosen reason for travel is to explore new places and monuments where the second most usual reason for travel is the desire for the sun and almost the same quantity of respondents answered that they wanted to get away from everyday routine. Not that many respondents choose to travel for the reason to meet family and relatives or travel to the snow. People in the investigation were also able to name other reasons for why they travel, where one respondent named festivals as a reason for traveling.

![The most common reasons why people travel](image-url)
Question 1, 9, 10, and 11

According to our study the investigated group does approximately in total 285 travels per year and this gives us a mean of approximately 2.42 trips per person and year. What influence them most when deciding to purchase trips, several influences could be stated, the most significant influence is their families which as much as 78.8 percentage of all respondents answered. Other influences were friends, which 42.4 percentages of the respondents answered. Advertising was stated as an influence which 21.2 percentages answered and society was only stated by 4.2 percentages. When looking at the different genders and what influences them, it shows quite similar answers for both genders except that males are more influenced by families than the females are and males are not at all influenced by society. The result also shows that, females in a wider extent are influenced by friends (see appendix 3).

Question 13

Our main question of this study that always will be considered throughout the study is how many and which people buy their trips through an online travel agency and traditional travel agency. According to our study 84 respondents, which is 71.2 percentages, buy their trips at an online travel agency while 20 respondents, which is 16.9 percentages, buy their trips at a traditional travel agency, see figure 3. In addition to this, seven respondents (5.9 percentages) use both online and offline travel agencies and the other seven respondents (5.9 percentages) buy their trips in other ways.

![Figure 3 - Where travels are booked](Image)

4.3 Demographic segmentation

In the following section, empirical findings about demographic segmentation will be presented. The section is divided into the demographic variables, gender, income, age and education. This section will contribute to answer research question 1.
4.3.1 Gender

Question 1 and 13

In table 4, it is possible to see how the respondents buy their travels and also how it is divided by gender. Through this table it is easy to see that the males and females buy their trips quite equally.

<table>
<thead>
<tr>
<th></th>
<th>Where travels are booked</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Online travel agency</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>Expected Count</td>
</tr>
<tr>
<td></td>
<td>% within Gender</td>
</tr>
<tr>
<td></td>
<td>% within Where travels are booked</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
</tr>
<tr>
<td>Male</td>
<td>Expected Count</td>
</tr>
<tr>
<td></td>
<td>% within Gender</td>
</tr>
<tr>
<td></td>
<td>% within Where travels are booked</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
</tr>
<tr>
<td>Total</td>
<td>Expected Count</td>
</tr>
<tr>
<td></td>
<td>% within Gender</td>
</tr>
<tr>
<td></td>
<td>% within Where travels are booked</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
</tr>
</tbody>
</table>

Table 4 - How males and females buy trips

4.3.2 Income

Question 6 and 9

Income have been divided into three groups, 0-23,999 SEK, 24,000-33,999 SEK and 34,000 SEK and more, where 34,000 SEK and more is to be considered as high income. As mentioned above, our result showed that all respondents do 2.42 trips per year in average. To find out which income group that travels more than average, we decided to look at those who do four or more trips per year. The low income group that do four trips per year or more, represents 20.8 percentages while there are only 10.0 percentages of the respondents with medium income that do more than four trips per year. As much as 81.8 percentages of the respondents within the high income group do in average more than four trips per year. Those respondents with high income do more trips per year compared to other income groups (See appendix 4).

How different income groups buy trips

Question 6 and 13

The people in the low income group who use internet to buy trips are 67.5 percentages. The respondents within the medium income group who buy their trips through an online travel agency is the most common group and represent 83.3 percentages. Those respondents within the high income group do not use the internet to book trips as much as the other groups and represents 63.6 percentages.
The respondents within the low income group who buy their trips through traditional travel agencies is the group who use this way most and represent 19.5 percentages. The medium income group only represents 10.0 percentages of the respondents that use traditional travel agencies for booking their trips. While the high income respondents represent 18.2 percentages that use traditional travel agencies.

What is significant for the high income group is that they represent the group that most tend to buy their trips through both traditional and online travel agencies. The result shows also that this group does not use other ways to book their trips, see table 5.

<table>
<thead>
<tr>
<th>Income *</th>
<th>Where Travels are booked</th>
<th>Count</th>
<th>Expected Count</th>
<th>% within income</th>
<th>% within where Travels are booked</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-23 000</td>
<td>Online only</td>
<td>52</td>
<td>42.8</td>
<td>67.5%</td>
<td>61.8%</td>
<td>44.4%</td>
</tr>
<tr>
<td></td>
<td>Traditional</td>
<td>16</td>
<td>13.1</td>
<td>19.5%</td>
<td>15%</td>
<td>12.7%</td>
</tr>
<tr>
<td></td>
<td>All</td>
<td>6</td>
<td>4.8</td>
<td>7.8%</td>
<td>6.7%</td>
<td>5.1%</td>
</tr>
<tr>
<td></td>
<td>Both</td>
<td>6</td>
<td>4.8</td>
<td>5.2%</td>
<td>5.1%</td>
<td>3.4%</td>
</tr>
<tr>
<td>24 000 - 33 000</td>
<td>Online only</td>
<td>25</td>
<td>21.4</td>
<td>83.2%</td>
<td>28.6%</td>
<td>21.2%</td>
</tr>
<tr>
<td></td>
<td>Traditional</td>
<td>3</td>
<td>2.5</td>
<td>10.8%</td>
<td>15%</td>
<td>2.5%</td>
</tr>
<tr>
<td></td>
<td>All</td>
<td>1</td>
<td>1.8</td>
<td>3.3%</td>
<td>14.3%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Both</td>
<td>1</td>
<td>1.8</td>
<td>3.3%</td>
<td>14.3%</td>
<td>0%</td>
</tr>
<tr>
<td>34 000+</td>
<td>Online only</td>
<td>7</td>
<td>6.8</td>
<td>83.0%</td>
<td>8.3%</td>
<td>5.0%</td>
</tr>
<tr>
<td></td>
<td>Traditional</td>
<td>6</td>
<td>5.0</td>
<td>18.2%</td>
<td>10.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td></td>
<td>All</td>
<td>12</td>
<td>11.0</td>
<td>18.2%</td>
<td>10.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td></td>
<td>Both</td>
<td>12</td>
<td>11.0</td>
<td>18.2%</td>
<td>10.0%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Table 5 - How different income groups buy trips

4.3.3 Age

Where different age groups buy trips

Question 2 and 13

As mentioned before there are 71.2 percentages of all respondents that buy their trips through online travel agencies. Additional 5.9 percentages that use both traditional and online travel agencies will not be included in this demographic category since our aim of this study is to distinguish the segments of traditional travel agencies and online travel agencies. Therefore these persons who use both ways to book trips are irrelevant in our research since they can be placed in both segments and in that way affect the results in an incorrect way. Of these 71.2 percentages that are online travel agency-users, the age group 26-39 uses online travel agencies in widest extent with a majority of 87.1 percentages within that particular age group. The age group, 18-25 has a usage rate of online travel agencies of 77.4 percentages. The oldest age group, which is 60+, only represents 37.5 percentages when it comes to buying trips online. From this result it is possible to see that the dominant age group of online travel agency-users is those people between the ages of 26-39, see table 6.
There are 16.9 percentages of all respondents that buy their trips through traditional travel agencies. The age group 60+ dominates with 33.3 percentages while the age group 40-59 represents 12.5 percentages. Those who least use traditional travel agencies is the age group 26-39 with only 6.5 percentages and the youngest age group 18-25 represent 19.4 percentages. From this result we can see that the dominant age group of traditional travel agency-users is those people who are 60+, see table 6.

<table>
<thead>
<tr>
<th>Age</th>
<th>Where travels are booked</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Online travel agency</td>
<td>Traditional travel agency</td>
<td>Other</td>
<td>Both</td>
<td>Total</td>
</tr>
<tr>
<td>18-25</td>
<td>24</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>31</td>
</tr>
<tr>
<td>Expected Count</td>
<td>22.1</td>
<td>7.3</td>
<td>1.3</td>
<td>1.3</td>
<td>31.0</td>
</tr>
</tbody>
</table>
| % within Age | 77.6% | 22.4% | 2.2% | 0% | 100.0%
| % within where travels are booked | 20.8% | 30.0% | 14.3% | 0% | 28.3%
| % of Total | 20.3% | 5.1% | 0% | 0% | 26.3%
| 26-39   | 27 | 2 | 2 | 0 | 31 |
| Expected Count | 22.1 | 5.3 | 1.3 | 1.3 | 31.0 |
| % within Age | 87.9% | 6.3% | 6.3% | 0% | 100.0%
| % within where travels are booked | 32.1% | 10.0% | 20.6% | 0% | 26.3%
| % of Total | 22.0% | 1.7% | 1.7% | 0% | 26.3%
| 40-59   | 24 | 4 | 1 | 0 | 32 |
| Expected Count | 22.8 | 5.4 | 1.3 | 1.3 | 32.0 |
| % within Age | 75.0% | 12.5% | 3.1% | 0% | 100.0%
| % within where travels are booked | 39.8% | 30.0% | 14.3% | 32.8% | 27.1%
| % of Total | 20.3% | 3.4% | 0% | 2.6% | 27.1%
| 60+     | 9 | 3 | 4 | 24 |
| Expected Count | 87.1 | 4.3 | 1.4 | 1.4 | 24.0 |
| % within Age | 37.5% | 32.0% | 12.5% | 16.7% | 100.0%
| % within where travels are booked | 10.7% | 40.0% | 42.0% | 57.1% | 20.3%
| % of Total | 7.6% | 6.2% | 2.5% | 3.4% | 20.3%
| Total   | 94 | 20 | 7 | 7 | 108 |
| Expected Count | 84.0 | 19.0 | 1.9 | 1.9 | 118.0 |
| % within Age | 71.2% | 18.0% | 2.2% | 0% | 100.0%
| % within where travels are booked | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%
| % of Total | 71.2% | 18.0% | 2.2% | 0% | 100.0%

Table 6 - Where different age groups buy trips

**Age compared with income**

Question 2 and 6

When comparing age and income the result showed that the majority (90.3 percentages) of the age group 18-25 earned 0-23 999 SEK per month before taxes and in the same age group only 9.7 percentages earned between 24 000–33 999 SEK. No one of the respondents in this age group earned more than 34 000 SEK. Within the age group 26-39, as much as 61.3 percentages earns 0-23 999 SEK and after that 38.7 percentages earn 24 000-33 999 SEK and also here no one of the respondents earns more than 34 000 SEK per month. In the age group 40-59 it is most usual to earn 0-23 999 SEK which 43.8 percentages do. The respondents in the age group 40-59 who earns 24 000-33 999 SEK represent 34.4 percentages and last those who earns 34 000 SEK or more within the same age group represents a percentage of 21.9. In the oldest age group it is most usual to earn 0-23 999 SEK with a percentage of 66.7, then comes the income between 24 000-33 999 SEK and 34 000- SEK and up which represent 16.7 percentages each. No one in the younger age groups (18-25 & 26-39) earns more than 34 000 SEK which some of the people in the older age groups do (40-59 & 60+), see table 7.
Age compared with occupation
Question 2 and 5

It can be useful to identify what the majority of each age group’s occupation is, in order to understand if the occupation has an impact on people’s way of booking trips. The result showed that within age group 18-25 the majority of the respondents, 58.1 percentages, is studying and the remaining 41.9 percentages is working which means that no one of the respondents are retired or unemployed. The result also showed that 100 percentages within the age groups 26-39 and 40-59 is working. In the age group 60+, the majority 87.5 percentages is retired. It is also shown that 8.3 percentages is working while 4.2 percentages is unemployed and no one is studying.

4.3.4 Education

Education compared to way of booking
Question 4 and 13

Of all respondents there are 10.2 percentages that only have elementary school education and out of them 66.7 percentages buy their trips from an online travel agency, 16.7 percentages use traditional travel agencies, 8.3 percentages use both ways of buying trips and the last 8.3 percentages use other ways to book trips. The results showed that 46.6 percentages of all respondents have a high school education. Of these respondents, there are 78.2 percentages that choose to buy their trips through an online travel agency. Further there are 14.5 percentages that books their trips through a traditional travel agency, 3.6 percentages use both alternatives for booking their trips and the remaining 3.6 percentages with high school education choose some other way to book their trips. When it comes to the total number of respondents who have a residential college for adult education they only represent 2.5 percentages. Within this education group there are 66.7 percentages that book their trips through an online travel agency and the remaining 33.3 percentages use other ways of booking their trip. Of all respondents there are 40.7

Table 7 – Age compared with income

<table>
<thead>
<tr>
<th>Income</th>
<th>0-23 559</th>
<th>24 000 - 33 999</th>
<th>34 000+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18-25</td>
<td>25-39</td>
<td>40-59</td>
<td>60+</td>
</tr>
<tr>
<td>Count</td>
<td>30</td>
<td>3</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Expected Count</td>
<td>20.2</td>
<td>7.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>% within Income</td>
<td>36.4%</td>
<td>10.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>% within Age</td>
<td>51.3%</td>
<td>30.1%</td>
<td>63.6%</td>
<td>71.9%</td>
</tr>
<tr>
<td>% of Total</td>
<td>22.7%</td>
<td>11.9%</td>
<td>15.0%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Count</td>
<td>20</td>
<td>2</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Expected Count</td>
<td>20.2</td>
<td>7.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>% within Income</td>
<td>10.0%</td>
<td>49.0%</td>
<td>63.6%</td>
<td>21.9%</td>
</tr>
<tr>
<td>% within Age</td>
<td>20.0%</td>
<td>30.0%</td>
<td>63.6%</td>
<td>71.9%</td>
</tr>
<tr>
<td>% of Total</td>
<td>10.2%</td>
<td>9.3%</td>
<td>15.0%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Count</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Expected Count</td>
<td>2.9</td>
<td>2.9</td>
<td>3.0</td>
<td>2.2</td>
</tr>
<tr>
<td>% within Income</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>% within Age</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>% of Total</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total Count</td>
<td>50</td>
<td>25</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Total Expected Count</td>
<td>31.0</td>
<td>31.0</td>
<td>32.0</td>
<td>24.0</td>
</tr>
<tr>
<td>Total % within Income</td>
<td>20.3%</td>
<td>20.3%</td>
<td>21.9%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Total % within Age</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total % of Total</td>
<td>26.3%</td>
<td>26.3%</td>
<td>27.1%</td>
<td>26.3%</td>
</tr>
</tbody>
</table>
percentages that have or studies at a university. Of these people, 64.6 percentages uses online travel agency, 20.8 percentages use traditional travel agency, 8.3 percentages uses both traditional and online travel agency and the remaining 6.3 percentages use other alternatives to book their trips.

4.4 Psychographic segmentation

The psychographic segmentation is divided into three categories AIO, activities, interests and opinions. It is also divided into different social classes and in this research the classes can be low, middle and high social class. The following will allow us to answer research question 2.

4.4.1 Activities

Question 18

The research shows that the most common activity for the respondents is to socialize with friends. The second and third activity that the respondents choose was; other hobbies and TV/Film. The least common activity performed during spare time is in our research, shopping. This is shown in table 8, in the right column.

Most usual activities compared with way of booking

Question 13 and 18

Differences between online and offline based on the activities is that people that buy through a traditional travel agency tends to shop more than those who buy their trips online. Also it is possible to see that those who book their trips online socialize with their friends more than those people who books trips at the store. The result is divided into the different ways of booking and what activities the respondents spend most time on. The percentages show how many people it is that has answered yes for different activities. The respondents had the opportunity to choose one or maximum three activities, therefore the disproportional percentage rate, see table 8.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Online travel agency</th>
<th>Traditional travel agency</th>
<th>Both online and traditional travel agency</th>
<th>Other</th>
<th>Total for all types of bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>11,9%</td>
<td>25,0%</td>
<td>14,3%</td>
<td>14,3%</td>
<td>14,4%</td>
</tr>
<tr>
<td>TV/Film</td>
<td>41,7%</td>
<td>50,0%</td>
<td>57,1%</td>
<td>42,9%</td>
<td>44,1%</td>
</tr>
<tr>
<td>Training</td>
<td>40,5%</td>
<td>15,0%</td>
<td>57,1%</td>
<td>28,6%</td>
<td>36,4%</td>
</tr>
<tr>
<td>Friends</td>
<td>63,1%</td>
<td>30,0%</td>
<td>57,1%</td>
<td>57,1%</td>
<td>56,8%</td>
</tr>
<tr>
<td>Social events</td>
<td>25,0%</td>
<td>35,0%</td>
<td>42,9%</td>
<td>0,0%</td>
<td>26,3%</td>
</tr>
<tr>
<td>Computer</td>
<td>23,8%</td>
<td>20,0%</td>
<td>42,9%</td>
<td>0,0%</td>
<td>22,9%</td>
</tr>
<tr>
<td>Other hobbies</td>
<td>44,0%</td>
<td>55,0%</td>
<td>0,0%</td>
<td>71,4%</td>
<td>44,9%</td>
</tr>
</tbody>
</table>

Table 8 - Most usual activities compared with way of booking

Most usual activities compared with age

Question 2 and 13

All of those who use Internet to buy trips; their most common activity is to socialize with friends and the least common activity is to shop. The dominant age group, 26-39 years regarding buying trips trough Internet, their most common activities are socializing with friends and watching
TV/Film. Of those who buy their trips at a traditional travel agency spend most time watching TV/Film and they spend least time on training. The dominant age group, 60+ that goes to a store to buy their trips, their most common activities are social event and other activities (See appendix 5).

4.4.2 Interests

Interests compared with way of booking
Question 2, 13 and 19

It is significant for both online- and traditional travel agency-users that they find importance in meeting friends and socializing with their families. The respondents had the opportunity to choose one or maximum three activities, therefore the disproportional percentage rate (see appendix 6).

4.4.3 Opinions

Opinions compared with way of booking
Question 2 and 21

In the research we compared the different age groups with their opinions about social issues such as politics, culture, economy and education. Politics is stated as important of the majority in the age group 18-25. This is also the case in the age group 40-59. The oldest age group 60+ thinks that politics is very important and important while the majority of the age group 26-39 state politics as not so important. In the same appendix we can also see how the respondents feel about culture. The youngest age group 18-25 does not think that culture is so important but within the age group 26-39 they are more positive to culture where they think it is important. The majority in the age group 40-59, leaning towards that culture is important and very important. What is essential in this subject is that the oldest age group 60+ thinks culture is a very important subject. The age group between 18-25 years old thinks that economy is very important which also is seen in the age group 60+. Instead when looking at the age groups 26-39 and 40-59 they thinks it is just important. In the same appendix, a significant majority states that education is important within all age groups (see appendix 7).

4.4.4 Social class

Risk averse in different income groups
Question 6 and 7

Based on the results we compared income groups with their willingness to take risks. The outcome gave us a result, see figure 4, which showed that 5.2 percentages of those within low income were willing to take a lot of risks. Within the medium income group, those who take a lot of risks represent 10.0 percentages. In the high income group there is as much as 18.2 percentages that takes a lot of risks. This shows that with increased income the willingness of taking a lot of risks also increases. Figure 4 also shows that those within the low income group have a higher percentage of people who takes few or no risks. Those in the higher income group have a lower percentage of people who takes no or few risks when comparing to the two lower income groups. It is easy to distinguish that the alternative, take risks, is what the majority of all income groups consider themselves doing.
Income and event comparisons

Question 6 and 20

As seen from figure 5, all income groups tend to visit family and relatives to a greater extent than they go to entertainment and events. But it is also possible to see that the group with high income in a wider extent, 45.5 percentages, goes to events and entertainment compared to the other income groups, where only 31.2 percentages of the low income group goes to events and only 23.3 percentages of the medium income group goes to events.

4.5 Behavioristic segmentation

In this section the empirical results about behavioristic segmentation will be presented. The section consists of the behavioristic variables benefit sought and usage rate. This section will contribute to answer research question 3.

4.5.1 Benefit sought

Question 12

In table 9, the percentage shows how many people that answered yes to each benefit. The respondents in this study had the opportunity to select one or two alternatives about what is most important when they buy trips. The respondents in our study thinks that economy is the most important part when they buy trips and second comes the quality and then comes range, service, good information and other in this particular ranking.
When looking at the three income groups, those within the low income group (0-23 999 SEK) thinks that economy is most important to think about when they are buying trips, which represent 61.0 percentages. While the middle income group (24 000-33 999 SEK) who choose economy represent 60.0 percentages. In the high income group (34 000- SEK) who thinks that economy is important are represented by only 36.4 percentages.

All of those respondents who have chosen service within the low income group represent 23.4 percentages, while the middle income group has 23.3 percentages that think service is important. Those in the higher income group who thinks service is most important represent whole 54.5 percentages. When it comes to quality, the low income group who thinks this alternative is important is 48.1 percentages. Those in the medium income group, who choose service, represent 46.7 percentages while the high income group represent as much as 72.7 percentages. The respondents in the low income group who thinks that range of trips is important when deciding where to buy trips, are represented by 31.2 percentages. While the middle income group represent 23.3 and the high-income group represents only 9.1 percentages. The alternative, good information, do not represent as much as the other alternatives. In the low income group there are 14.3 percentages that thinks it is important, while the middle income group represent 10.0 percentages and the high represent 18.2 percentages, see table 9.

When comparing benefit sought with different ways of booking trips it is possible to see equal results as to the results mentioned above (See appendix 8).

### 4.5.2 Usage rate

Question 6 and 13

When comparing the usage rate between respondents who use online travel agencies, traditional travel agencies or both online and traditional travel agencies, it is very similar. The results in our investigation show that people make approximately the same number of trips each year regardless of how and where they buy their travels. The most common number of trips done per year is one or two trips, which is the most common number for all different ways of booking trips. When we instead compared number of travels with income groups the results showed that 54.5 percentages of the high income group did four trips per year and person. In the medium income group the majority with 46.7 percentages do one trip per year. The same goes for the low income group where 33.8 percentages which is the majority, do one trip per year (See appendix 4).

<table>
<thead>
<tr>
<th>Benefits sought</th>
<th>0 &lt; 23 999 SEK</th>
<th>24 000 - 33 999 SEK</th>
<th>34 000 &lt; SEK</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>61,0%</td>
<td>60,0%</td>
<td>36,4%</td>
<td>58,5%</td>
</tr>
<tr>
<td>Service</td>
<td>23,4%</td>
<td>23,3%</td>
<td>54,5%</td>
<td>26,3%</td>
</tr>
<tr>
<td>Quality</td>
<td>48,1%</td>
<td>46,7%</td>
<td>72,7%</td>
<td>50,0%</td>
</tr>
<tr>
<td>Range</td>
<td>31,2%</td>
<td>23,3%</td>
<td>9,1%</td>
<td>27,1%</td>
</tr>
<tr>
<td>Good information</td>
<td>14,3%</td>
<td>10,0%</td>
<td>18,2%</td>
<td>13,6%</td>
</tr>
<tr>
<td>Other</td>
<td>1,3%</td>
<td>3,3%</td>
<td>0,0%</td>
<td>1,7%</td>
</tr>
</tbody>
</table>

Table 9 - Benefits sought compared with different income groups
4.6 Advantages and disadvantages

This section will contain advantages and disadvantages about purchasing at the two different ways of booking trips and it will help us to answer research question 4.

Reasons for booking at an online travel agency

Question 14

We asked the respondents about their reasons for booking at an online travel agency or at a traditional travel agency where they were able to choose maximum three alternatives. The results showed that the biggest reason for booking at an online travel agency is that it is possible and easy to compare prices, which as much as 67.0 percentages of the respondents answered. Another reason for booking online was its’ availability which 56.0 percentages answered. The last reason for booking online that the majority answered yes to, was that it is comfortable to book travels at an online travel agency. It is possible to see that the other reasons for booking online was not that important for the respondents since the results showed a majority that answered no to the alternatives, see table 10.

Reasons and advantages for booking at an online travel agency

<table>
<thead>
<tr>
<th>Reasons given by people who buy their trips through an online travel agency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to compare prices</td>
<td>67,0%</td>
</tr>
<tr>
<td>Availability</td>
<td>56,0%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>50,5%</td>
</tr>
<tr>
<td>Self-booking possibility</td>
<td>31,9%</td>
</tr>
<tr>
<td>Time-savings</td>
<td>29,7%</td>
</tr>
<tr>
<td>Broad range</td>
<td>19,8%</td>
</tr>
<tr>
<td>Cheap</td>
<td>13,2%</td>
</tr>
<tr>
<td>Avoid sales-person</td>
<td>4,4%</td>
</tr>
<tr>
<td>Other</td>
<td>1,1%</td>
</tr>
</tbody>
</table>

Table 10 – Reasons for booking at an online travel agency

Reasons for not booking at an online travel agency

Question 17

The respondents who answered that they use traditional travel agencies for booking their trips were able to state their opinion for not booking through an online travel agency, where they were able to choose maximum three alternatives. The most essential reason for not booking online was the respondents require for personal service, which as much as 56.0 percentages answered. The second opinion for not booking online was that they needed to find information by themselves. The results also showed that the respondents stated insecure payments on the Internet as a reason for not booking through an online travel agency. The other alternatives like, no confidence in the internet or loyalty to their local travel agency do not seem to be reasons for not booking online. However, another reason for not booking online, which the respondents themselves wrote down in the questionnaires, was; too wide range, see table 11.
Reasons for not booking at an online travel agency

Reasons given by people who buy their trips through a traditional travel agency %

Personal service 56,0%
Self need to find information 48,0%
Insecure payments 32,0%
Other 16,0%
No confidence in the Internet 8,0%
Loyal to local travel agency 4,0%

Table 11 - Reasons for not booking at an online travel agency

Reasons for booking at a traditional travel agency

Question 16

The results showed a significant majority of 81,5 percentages that choose to book their travels through a traditional travel agency based on that they get personal service. This is the most essential reason for booking at a traditional travel agency. As much as 40,7 percentages thinks it is good to use a traditional travel agency in order to get expert advice about their trips. Another reason for booking at a traditional travel agency that the respondents answered was that they could get help to customize the trip. The results showed that 25,9 percentages state secure payment as a reason for booking at a traditional travel agency. In the alternative where the respondents could fill in other reasons for booking at a traditional travel agency they answered; smooth to book at a traditional travel agency, save time and good travel arrangement, see table 12.

Reasons and advantages for booking at a traditional travel agency

Reasons given by people who buy their trips through a traditional travel agency %

Personal/good service 81,5%
Expert advice 40,7%
Help to customize the trip 37,0%
Secure payments 25,9%
Help with booking 18,5%
Help with information 11,1%
Other 11,1%
Loyal to local travel agency 3,7%
No Internet available 3,7%

Table 12 - Reasons for booking at a traditional travel agency

Reasons for not booking at a traditional travel agency

Question 15

The investigated group of people who answered that they use online travel agencies when they booking their trips were able to fill in maximum three reasons for not booking at a traditional travel agency. The most significant reason for that; was the traditional travel agencies’ limited
opening-hours which as much as 55.7 percentages answered. Also we could see that quite lot respondents answered that it requires time to book at a traditional travel agency. The last clear reason for not booking at a traditional travel agency was that the respondents want to avoid sales pressure. The alternatives, lack of updated information and less range was not such distinctive reasons for not booking at a traditional travel agency. Where the respondents were able to fill in other reasons for not booking at a traditional travel agency some answers were; smooth to book at home, more expensive, additional fees, want the ability to compare prices, ability to change their minds regarding a purchase, funny to seek information, need to go to a travel agency and also find a good one which requires time, complicated to book at traditional and they want the ability to compare travel packages, see table 13.

<table>
<thead>
<tr>
<th>Reasons for not booking at a traditional travel agency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited opening-hours</td>
<td>55,7%</td>
</tr>
<tr>
<td>Requires time</td>
<td>43,2%</td>
</tr>
<tr>
<td>Avoid sales pressure</td>
<td>35,2%</td>
</tr>
<tr>
<td>Less range</td>
<td>22,7%</td>
</tr>
<tr>
<td>Other</td>
<td>19,3%</td>
</tr>
<tr>
<td>Lack of updated information</td>
<td>6,8%</td>
</tr>
</tbody>
</table>

Table 13 - Reasons for not booking at a traditional travel agency
5 Analysis

In this chapter the frame of reference and the empirical findings will be analysed. The analysis will compare similarities and differences between previous research and the empirical findings. The analysed findings will further contribute to fulfil the purpose of this study.

The purpose with this study is to understand which segments that are purchasing travel at traditional travel agencies and online travel agencies by examining demographic, psychographic and behavioristic segmentation in the region of Jönköping. Further, in the region of Jönköping, examine advantages and disadvantages of buying trips at an online versus offline travel agency.

5.1 Demographic segmentation

This section includes the analysis about demographic segmentation. The demographic analysis is divided into the variables gender, income, age and education. This demographic analysis will facilitate to answer research question 1.

5.1.1 Gender

According to Cleveland et al. (2011) they had gender as their most significant demographic variable, which in our study was not a relevant demographic variable to base the segmentation on since both genders buy their trips quite equally. Although, we can see from the study of Keillor et al. (2001) that when it comes to males, they are often and mostly influenced by society and mass media. But our study showed the opposite where males were least influenced by mass media such as advertising and not at all influenced by society. We can also see that males are more influenced by families than females are and the females are more influenced by friends compared to males. Previous research shows that females often make the purchase-decisions regarding trips and it is the males who pay them (Hällqvist, 2001). This could be an explanation for our study, why males are more influenced by families. It is more common that females hang out with friends when compared to males (scb, 2009). Based on this we can find a parallel to why females in our study in a wide extent are influenced by friends when it comes to purchase-decisions of travels.

5.1.2 Income

It is assumed that people with high income tend to buy more than those with low income and it is possible to say that income affect consumption behavior (Keillor et al., 2001). What is stated in our investigation is that this theory about income and its effect on consumption behavior can be drawn as a conclusion. Our study showed that the people within the high income group bought more trips per year compared to the other income groups which means that they consumed more than the low and medium income groups did.

Our study shows that the primary users of online travel agencies are the medium income group. The second user of online travel agencies is the low income group the income group that least uses online travel agencies is the high income group. From this it is possible to see that the most potential target groups for online travel agencies are either the medium or low income group. The most profitable target group for online travel agencies should be the low income group since they do more travels per year compared to the medium income group. Within the traditional travel agency the primary users are those in the low income group and after them it is the high
income group. The medium income group least uses traditional travel agencies for booking their trips. This enables us to see that within our study the high and low income groups are potential target groups for traditional travel agencies, especially the high income group since they travel most times per year and person and therefore makes them worth to invest in. According to Buhalis (1998) the online travel agencies has a potential to outcompete the traditional travel agencies. An interesting outcome of our study is that those who use traditional travel agencies for booking their trips are those who earn more money and they also travel most times per year. Based on that customers of traditional travel agencies are those who travel most, is an explanation why traditional travel agencies still have not been outcompeted.

5.1.3 Age

Another demographic aspect that is commonly used in market segmentation is age. Age is assumed to affect people’s purchase decisions where older people tend to buy their products and services on a routine basis while younger people tend to try new products and services, which often include technology (Cleveland et al., 2011). Our study showed similarities from the study of Cleveland et al. (2011), where the oldest age group, 60+, in our study used online travel agencies least compared to the other age groups. They were also the group who represent most users of traditional travel agencies.

New technology as Internet has enabled the development of online travel agencies (Law et al., 2004). In our study, online travel agencies should be considered as that type of technology. It is the second youngest age group within our study, 26-39 years old, that most use online travel agencies. This can be connected to the theory about that younger people tend to try new technologies (Cleveland et al., 2011). The young respondents in our study have grown up with the development of Internet and online travel agencies. While the older respondents had to adapt and learn about this new way of booking trips (Findahl, 2011) and this can be the reason for why not that many old people buy trips from online travel agencies.

The dominant age group, 26-39, of online travel agencies is mainly placed within the low income group and no one of the people between the ages 26-39 are placed in the high income group. The dominant group of traditional travel agencies is the age group 60+. This age group along with the age group 40-59 is those with highest income. From this we can see a pattern that indicates that people with low income tend to buy their trips from online travel agencies while those with high income tend to buy their trips through traditional travel agencies. This result might have to do with that the online travel agencies have cheaper prices and therefore those with lower income buy trips at the Internet.

5.1.4 Education

People with high education are those who use traditional travel agencies in widest extent (Goldsmith & Litvin, 1999). Those who use traditional travel agencies in widest extent according to our study are those who have a University education and this is in our study the highest level of education. Within the group who use online travel agencies it is most common that these people have lower education. Traditional travel agency users have high education and high income. Therefore they are not as price sensitive as the customers of online travel agencies who have lower education and low income.
Summary of demographic analyses

Demographic aspects can differ in importance from study to study. In one study the most essential demographic aspects for dividing the market into segments were age and gender. In another study the most essential demographic aspects were age, income and number of children (Cleveland et al., 2011; Bass et al., 1968). That demographics can differ in importance from study to study was shown in our result if we compare to other studies’ combinations of most essential demographic aspects. Our study showed that gender was not at all a significant aspect since both females and males tended to buy equally from traditional travel agencies and online travel agencies. From the classical demographic variables, age, gender, income and education, our result showed that the investigated group should be segmented based on age, income and education. From the analysed demographic section we will complement it with psychographic variables.

5.2 Psychographic segmentation

In the following section, analysis about psychographic segmentation will be compiled. The analysis is divided into the psychographic variables activities, interest and opinions and also into social class. Further this analysis will contribute to answer research question 2.

The psychographic segmentation is a combination of demographic and psychographic variables (Vyncke, 2002). Therefore the demographic results will be used as a base for the psychographic preparation in this section. The travel agencies should use this way to segment in order to get a unique and wider view of the market (Plummer, 1974).

5.2.1 Activities

The first step mentioned by many authors, in the psychographic segmentation, is the A in AIO (Plummer, 1974; Chow & Murphy, 2011). A stands for Activities and this tells how people spend their time. The dominant users of traditional travel agencies according to our research is 60+ and they spend most time on, besides being retired and working, participating in social events and other activities. Depending on their age and occupation there might be a reason that they have a lot of spare time, which they use for going to these kinds of events. Due to that the age group 60+ has a lot of spare time can be related to that they have the time to visit traditional travel agencies during their opening-hours. The result also confirm that the dominant age group, 26-39, who use an online travel agency in order to by their trips, mostly spend their time socializing with friends and watching TV/film. Compared to those within the 60+ age group, the age group 26-39 is working and probably during the time when traditional travel agencies have their opening-hours. Therefore lack of time could be the reason why this age group chooses not to buy at a traditional travel agency but still there might be other reasons for their choice. Another interesting fact which came up when compiling the results about activities is that the majority of those who buy their trips at a traditional travel agency, the age groups 60+, tends to shop more than those who buy their trips online. This can be one explanation why these people buy their trips through a store since they both have the time and like to do shopping.

From the psychological segmentation and the AIO measuring it gives the company the ability to provide relevant production positioning, communication and promoting (Plummer, 1974). Based
on this the authors can state that in order for traditional travel agencies to attract their target group they should use social events to do relevant promotion and communication since those who use traditional travel agencies go to social events in a wide extent. Online travel agencies could focus on providing trips that are aimed to be experienced with a friend since the target group 26-39 of our study shows that the majority of them are socializing with friends. Social media is today a place where people interact and communicates with friends (Kaplan & Haenlein, 2010). A majority of this age group use Internet more than one hour per day in average, which is a lot considering that all of them is working and they often spend their time with friends. Therefore it would be a good opportunity for online travel agencies to promote their travel offerings through social media.

5.2.2 Interests
Plummer’s (1974) second step is about interest and what is important in their environment like different subjects, objects or events. When looking at the psychographic segmentation it is not easy to identify a clear measuring (Vyncke, 2002). According to our study this part of the AIO, interest did not give any significant differences between the customers of the different ways of buying trips. The only result that the study gave us was that almost all respondents find importance in meeting friends and socialize with their families. However, we think that it can be a way for both online and traditional travel agencies to promote their marketing in a way that can be associated with family-trips in order to attract these respondents.

5.2.3 Opinions
The third and last step in the AIO according to Plummer (1974) is the opinion part, it is opinions about themselves and the world around them. The oldest respondents who buy their trips through a traditional travel agency according to this study think that politics is very important while those in the other age groups did not consider politics to be very important in that wide extent. It is the same result about the subject culture, where the oldest people thinks culture is more important than the other age groups. When looking at the subject economy it is very important for the youngest age group, which according to our study buys their trips through an online travel agency. While a significant majority states that education is important within all age groups. When the online travel agency makes their marketing they should think about that their age target group is younger people who think that economy and education is more important/very important compared to politics and culture. Therefore in order to provide a relevant promotion they should focus on trying to communicate that the price meets the standards of the trip (Anderson, Thomson & Wynstra, 2000). The traditional travel agency’s target group is older people who care about culture in a wider extent than politics, economy and education. As these people cares about culture it can be a good way for traditional travel agencies to promote and provide cultural trips.

5.2.4 Social class
In order for companies to do a more effective marketing, the concept social class should be applied (Hugstad et al., 1993). According to Martineau (1958) the most common groups within social classes are: low-, middle-, and high class. When looking at the social class one of the most important factors in order to rank people are by money. The theory says that those who take lot of risks are placed in the high social class while those who take few risks are placed in the low
social class (Martineau, 1958). According to our study those who take lot of risks are those in the high income group and are therefore placed in high social class. Those respondents who take few risks according to our study are those within the low income group and therefore we can place them in the low social class. The target group for traditional travel agencies according to our results is 60+ and since these respondents earns much money and takes lots of risks they can be put in the high social class. The opposite goes for the target group of online travel agencies which are people between 26-39 years old and they do not earn that much money nor take lots of risks and are therefore placed in the low social class.

Online travel agencies are connected with insecure payments (Ainscough & Luckett, 1996). People within the lower status are more concerned about insecurity (Martineau, 1958). When considering these two theories we can say that our results in some way show the opposite of what might be expected. Since the lower class in our study that takes few risks choose to buy their trips through an online travel agency, which often are connected to insecure payments. This result may relate to that the insecure payments have developed to a more secure payment that people trust. It could also mean that the cheap prices provided online outweigh the insecurity.

It is also possible to divide the social classes based on which events they choose to participate in and it is often divided into national happenings and family events. Those persons that attend in national happenings are placed in a higher or middle social class while people who go on family event are placed in the lower social class (Martineau, 1958). Our study showed that people within the high income group goes at national happenings in a wider extent compared to the other income groups. If comparing to the lower income group we can see that those respondents instead in a wider extent goes to family events. This result can be connected to immigrants. Since Swedish people today come from countries all over the world it has become more common to do trips to family and relatives (Lindström, 2012). Immigrants in Sweden earn in average a lower income than Swedish people do (TT, 2006). Based on this and our results, immigrants can be placed in the lower income group and further they goes to family events in a wide extent and therefore we assume they can be placed in the lower social class.

5.3 Behavioristic segmentation

This section will contain analysis about benefit sought and usage rate, which will facilitate to answer the research question 3.

From the beginning it was common to only divide consumers into groups based on geographic and demographic factors, also called traditional segmentation. But nowadays it is more common that in addition to traditional segmentation methods further use behavioristic segmentation to divide consumers (Frochot & Morrison, 2010). Through this it is possible to learn a lot about the customers. The variables used in behavioristic segmentation say something about customers’ behavior. It could be customers’ attitudes, knowledge, uses or responses to a product (Kotler et al., 2008). In our study, the geographical segmentation is already decided to the region of Jönköping. We have therefore used demographic segmentation connected with behavioristic segmentation to learn more about consumers and based on that, divide them into different groups.
5.3.1 Benefits sought

We used the variable benefit sought in order to find out why the respondents buy products through the two different ways of booking trips, online and traditional travel agencies. This is important knowledge for the companies since it makes it possible to communicate the benefits to potential customers (Brotschen et al., 1999). When comparing benefit sought with income groups it was interesting to see that the low income group perceives economy as an important factor when buying trips. We believe that this has to do with those who earn less money are more sensitive to prices. They cannot afford to spend much money and due to that they focus on prices and are economically thinking. Although they are sensitive to prices, their second most important part when buying trips is about good quality. It may refer to that these respondents want to get value for their money (Anderson et al., 2000). It was also interesting to see that the respondents with high income were not sensitive to prices and did not focus on economy when they buy trips. Instead these high income individuals cared a lot about the quality when buying trips and also they find importance in service. This information can explain why these high income individuals choose to buy their trips through a traditional travel agency since it provides personal services. The result also shows that people who have low income wants broad range of travels when they decide to buy their trips but when comparing with the highest income group it tells us that they do not care about the range provided. This shows that those with high income can afford to buy whatever is provided and therefore they are not dependent on the range given.

5.3.2 Usage rate

According to the theory it is possible to divide customers into groups based on how much they use a product, usage rate. Usually the customers are divided into heavy, medium and light user groups (Litvin, 2000). In our research it was not possible to divide the usage rate depending on how they booked travels since there were no differences between numbers of travels booked per year and the way people book their travels. Instead it was possible to see a connection between number of travels and income. The majority of the high income group does four travels per year and the other two income groups, low and medium, commonly do one trip per year. The result of the investigation shows clearly that people who earn more money purchases more trips. It is therefore possible to divide people in usage rate based on income. Those with high income are heavy users of buying travels. While the low income group along with the medium income group are light users of buying travels. Both the low and medium income respondents do the same number of travels per year and therefore we were not able to identify a medium user group.

5.4 Advantages and disadvantages of buying online and offline

The following will include analyses about the different advantages and disadvantages of buying trips at an online and offline travel agency and it contributes to answer research question 4.

People who buy travels through online travel agencies state that the most significant advantage is that they in an easy way can compare prices. The second advantage that the respondents stated was its availability. The third major advantage answered was that it is comfortable to book trips at the Internet. Our results shows that Lang’s (2000) study about advantages for online travel agencies is surprisingly equal to our results where the most significant advantages of Lang’s study was availability, comfortable and easiness to compare prices. Since this is the case it can be related to that people who have low income and are sensitive to prices therefore prefer to buy
their trips at the Internet. Further it would be of interest for online travel agencies to focus on their ability to provide these kinds of price comparison services.

The great disadvantages of online travel agencies is insecure payments, people’s lack of confidence in the Internet and that people prefer personal service and finally people tend to be loyal to their traditional travel agencies (Lang, 2000). According to our study it can be concluded that people have more confidence in the Internet today compared to year 2000 where Lang’s study was made. People in our study answered that they do not use online travel agencies because they want personal service, prefer not to find information by themselves and still today they state insecure payments as a reason for not booking online. This gives us additional information that can be useful in further research where the aim could be to change the disadvantages of online into advantages. According to our results the online travel agency should focus on giving more personal services. For instance they could send personal e-mails, give contact information to their customers and most important they should use CRM systems (Laudon & Traver, 2009).

Our study shows that the most significant reason for booking at traditional travel agencies is to perceive personal service. The second reason for booking at traditional travel agencies according to our respondents was to perceive expert advice and also get help to customize trips. Finally one essential reason according to our investigation is that the respondents want secure payments and therefore choose to buy their trips through a traditional travel agency. One interesting outcome was that some of the respondents answered that it saves time to book at a traditional travel agency. This is interesting since those who do not book through traditional travel agencies stated that their major reason for not booking at traditional was that it requires time and the limited opening hours. One analyze of this could be that those who book at traditional travel agencies is older people who might not have that much knowledge in the Internet and therefore it takes more time for them to self search information and book trips. Compared to younger people who might have more knowledge in the Internet and therefore they find online travel agencies as a time saving opportunity. Finally we can see that many respondents stated that they want to avoid sales pressure and therefore they do not book at traditional travel agencies.

Our results shows that the majority of all respondents choose to buy their trips through online travel agencies. Where the respondents by themselves were able to fill in reasons for not booking at traditional travel agencies we could see several different reasons. As much as nine other reasons were added into the questionnaire. Since the majority of all respondents use online travel agencies to book their trips it might be an explanation why so many other additional reasons for not booking at a traditional travel agency were stated. This can further be connected to the theory about that traditional travel agencies might be outcompeted in the future (Buhalís, 1998). Since there according to our study are quite much disadvantages and lacks of traditional travel agencies that instead online travel agencies fulfills.
6 Conclusion

This chapter of the thesis will answer the research questions and conclude the findings of the research.

Research question 1: Which are the demographic segments for traditional and online travel agencies?

The traditional travel agencies’ founded demographic segment within this study’s investigated group is older people which are 60 years or older. The segment of traditional travel agencies has high income and is well educated where they have a University level of education. Both genders are potential segments for traditional travel agencies and the same goes for online travel agencies. The founded segment for online travel agencies is people within the ages 26-39 years old with a low income and their level of education is low.

Research question 2: Which are the psychographic segments for traditional and online travel agencies?

The psychographic segment of traditional travel agencies founded in this investigation is individuals who are placed within the high social class. The segment considers culture to be very important and they attend in national happenings in a wide extent. The segment of traditional travel agencies spends most time on participating in the activity social events. Online travel agencies’ founded psychographic segment is individuals placed within the low social class and they attend in family happenings in a wide extent. This segment considers economy to be important and what is more essential within the psychographic segment of online travel agencies is that they spend most time on the activities socializing with friends and watching TV/Film.

Research question 3: Which are the behavioristic segments for traditional and online travel agencies?

The behavioristic segment of traditional travel agencies require quality and personal service when buying trips and they do not care about broad range of travels. This segment is heavy users of purchasing trips and they do in average four trips per year and person. The online travel agencies’ founded behavioristic segment is individuals who consider economy and quality to be very important when purchasing trips. The segment demands cheap prices and they seek value for the money. The segment wants broad range of travels in order to find cheap alternatives. The people within the behavioristic segment of online travel agencies are light users of buying travels where they in average do one trip per year and person.

Research question 4: What are the major advantages and disadvantages of buying at an online versus offline travel agency?

The major advantages of traditional travel agencies is that it can provide personal and good service, can give expert advice and help the customer to customize their trip. The disadvantages of traditional travel agencies is that they have limited opening hours, it requires time to book through a traditional travel agency and people want to avoid sales pressure. The major advantages for buying through an online travel agency is that it is easy to compare prices, its availability and comfortable. The disadvantages of online travel agencies are that it cannot provide personal service, people self need to find information and they have insecure payments.
7 Discussion

In this chapter there will be a discussion about the process of the study and advice for further research around the area of the study will be presented.

7.1 Reflections

Within this study, the segments for traditional and online travel agencies were founded and it can be applied in marketing situations. Further recommendation can be to use this information in order to develop more direct marketing to the target segment.

Before the study was conducted, our assumption was that not many young people would use traditional travel agencies for booking their trips. The outcome of the study showed that as much as a fifth of the youngest respondents book through traditional travel agencies. This was interesting and surprising, our explanation to this is that some of these young people are about doing their first trip and feel insecure about purchasing trips. Therefore they go to traditional travel agencies in order to perceive help to book and customize their trips.

This research has been conducted in the region of Jönköping. Our respondents use the Internet in a wider extent rather than going to a traditional travel agency when buying trips. One reason for this can be that in other cities there might be more available traditional travel agencies in the near area around them. Therefore this can be one reason for why our respondents might use Internet to book trips.

7.2 Critique of the study

During the study, some critiques have occurred towards the research. First, the limited time has affected the sample of people in the investigation. Compared to how many people living in the region of Jönköping and how many people we were able to conduct in the questionnaire it was quite a small part. It had been easier to analyze and to get a larger perspective if we had the time to conduct more people.

When we conducted the questionnaires we chose the respondents who were at the right place at the right time. Due to the distribution of younger and older respondents was different; the younger people contained a majority. This can be one explanation to why the results contained more respondents who bought their trips through an online travel agency. However, since this was a convenience sampling this was nothing we wanted to control.

The aim with this study was to examine who buys at a traditional or online travel agency. The respondents had the opportunity to select other ways of booking and this might have influenced the results of the investigation. However, it shows a more fair result because it exists other ways of booking trips like directly to the hotel or to the airplane corporations.

When doing a quantitative method it can sometimes be difficult to avoid failures when the data are being registered. However, quantitative method was the only way to use in our study since we wanted to know who buys at traditional and online travel agencies and not why, which will be developed in a qualitative analysis. In our questionnaire we asked people for instance about their reasons why they use a traditional travel agency for booking their trips. These questions were
used in the investigation and it could mean that we actually examined why. Due to that we examined why in some extent, it would have been advantageously to use a combination of quantitative and qualitative methods. Although, our aim was to get an overview of the investigated area and therefore we used the quantitative method.

7.3 Suggestions for further research

During the process of the study many thoughts have occurred. This study has been focused on just investigating the segment of traditional and online travel agencies. People may have several reasons for why they buy travels. Therefore, it would be interesting to do further research on the people from Jönköping region to get to know why the segments chose the different ways of buying. We think that this study is a good base for further research in order to do a more in-depth study.

The additional information we got about people who use both ways of booking trips, online and traditional travel agencies could be used in further research. Further research may be to investigate how to affect these people to only use one way for booking their trips.

Furthermore, it would be interesting to investigate the advantages and disadvantages of the different ways of buying. Is it possible to make the disadvantages into advantages or should their focus only be on the advantages in order to be more competitive? Another interesting thing would be to examine how the travel agencies use this study’s segmentation information in order to develop a better marketing and service.

In our study we were not able to directly generalize over the whole region of Jönköping since the investigation have been made on a small part of the population within Jönköping region. Due to this it could be interesting to do a larger examination of the population within this region.
References


Hej!

Vi, Maria Engvall, Johannes Fritz och Sofia Kindh, kommer från Internationella handelshögskolan i Jönköping där vi läser marknadsekononomprogrammet. Vi håller just nu på att skriva ett examensarbete i företagsekonomi. Uppsatsens syfte är att inom Jönköpingsregionen undersöka och beskriva privatpersoners köpvanor av resor. Därför skulle vi vara tacksamma om ni ville hjälpa oss med vår undersökning genom att svara på enkäten nedan.

Alla svar kommer att vara anonyma och resultaten kommer att analyseras för att få en överblick om hur människor köper sina resor och varför. Denna enkät kommer ta ca 3-4 minuter att fylla i.

Tack på förhand!

Maria Engvall, Johannes Fritz & Sofia Kindh
Enkätundersökning om köpvanor av resor

1. Kön
   - Kvinna ☐
   - Man ☐

2. Ålder:___________

3. Civil status
   - Singel ☐
   - Parförhållande ☐
   - Familj (Minst 3 pers.) ☐

   - Grundskola ☐
   - Gymnasium ☐
   - Högskola/universitet ☐
   - Folkhögskola ☐

5. Sysselsättning?
   - Arbetar ☐
   - Studerar ☐
   - Pensionär ☐
   - Arbetslös ☐

6. Inkomst per månad före skatt?
   - 0 <23 999 ☐
   - 24 000 - 33 999 ☐
   - 34 000 < ☐

7. Anser du dig själv vara en person som vågar ta risker? Välj mellan 1-4 vilket som passar bäst in på dig. (1= tar mycket risker, 4 = tar inga risker)
   - Tar mycket risker 1 ☐ 2 □ 3 □ 4 □
   - Tar inga risker ☐ 1 □ 2 □ 3 □ 4 □

8. Hur många timmar per vecka använder du Internet på fritiden?___________________

9. Hur många gånger om året bokar du i genomsnitt semester- och helgresor?__________

    - Familj ☐
    - Vänner ☐
    - Samhället ☐
    - Reklam/media ☐

- Träffa släkt och vänner
- Komma iväg hemifrån
- Resa till solen
- Resa till snön
- Sevärdheter och upptäcka nya platser

Om övrigt, vad?__________________________________________


- Ekonomi
- Service
- Kvalitet
- Utbud
- Bra Information

Om annat, vad?____________________________________________________

13. Hur bokar du resor?

Genom internet □  Hos en lokal resebyrå □  Båda □  Annat □

Om du kryssat för ”Hos en lokal resebyrå”, hoppa över fråga 14 och 15.

Har du kryssat för ”Annan”, hoppa till fråga 18.


- Bra tillgänglighet
- Boka själv
- Bekvämt
- Lätt att jämföra priser
- Undvika en säljperson
- Billigt
- Tidssparande
- Större utbud av resor

Om annat, vad?___________________________________________________


- Begränsade öppettider
- Tidskrävande
- Mindre utbud av resor
- Brist på uppdaterad information
- Undvika köp-press

Om annat, vad?___________________________________________________

- Personlig/bra service
- Någon annan bokar åt dig
- Lojal mot din resebyrå
- Du får expertrådgivning
- Slipper ta fram informationen själv
- Säkrare betalning
- Hjälp att skräddarsy din resa
- Har ej tillgång till Internet
- Annat


- Osäker betalning
- Måste hitta information själv
- Vill ha personlig service
- Inget förtroende för internet
- Lojal mot specifik resebyrå
- Annat


- Shopping
- Sociala event (Ex: Bio, konsert, teater, torgdag)
- TV/Film
- Framför datorn
- Träning
- Övriga Hobbys
- Vänner

19. Vad är mest viktigt för dig? Kryssa för max 3 alternativ.

- Familj
- Mode
- Media
- Hemmet
- Samhället
- Vänner
- Jobb
- Träning
- Mat
- Övrigt

20. Vilket går du mest på?

- Familj och släkt händelser
- Nöje och Evenemang


<table>
<thead>
<tr>
<th>Mycket Viktigt</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Inte alls viktigt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politik</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Kultur</td>
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<tr>
<td>Ekonomi</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Utbildning</td>
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</tbody>
</table>

Tack för ditt deltagande i vår undersökning!
Hello!

We, Maria Engvall, Johannes Fritz and Sofia Kindh studies at Jönköping International Business School where we studies at the marketing economy program. Right now we are writing a thesis in business administration. Our thesis’ purpose is; within the Jönköping region examine and explain individuals purchasing behaviors regarding travels. Therefore we would appreciate if you take some time and help us with our investigation by answering the survey below.

All answers will be anonymous and the results will be analysed in order to get an overview about how people in the region of Jönköping buy their trips and why. This survey will take approximately 3-4 minutes to complete.

Thanks in advance!

Maria Engvall, Johannes Fritz & Sofia Kindh
Survey about purchasing behavior of travels.

1. Gender   Female □       Male □

2. Age:________

3. Civil status   Single □   Partner relationship □   Family (At least 3 persons) □

4. Education? Mark the highest level of education you have.

   Elementary school □
   High school □
   University □
   Residential college for adult education □

5. Occupation?   Working □
                      Studying □
                      Retired □
                      Unemployed □

6. Monthly income before taxes? (SEK)

   0 < 23 999 □
   24 000 - 33 999 □
   34 000 < □

7. Do you consider yourself to be a person who dares to take risks? Choose between 1-4 for which suits you best. (1 = take lots of risks, 4 = take no risks)

   Take lots of risks 1 □ 2 □ 3 □ 4 □ Take no risks □

8. How many hours a week do you use Internet in your spare time?___________________

9. How many times a year in average do you book holiday- and weekend-trips?_________

10. What/Who influences your buying decision regarding travels? Choose one or several alternatives.

    Family □
    Friends □
    Society □
    Advertising □
11. Why do you travel? Choose the one or the most common reasons for you.

Meet relatives and friends
Get away from home
Travel to the sun
Travel to the snow
Explore new places and monuments

If other, what?___________________________________________________

12. What is most important to you when choosing where to buy your travels? Choose maximum 2 alternatives.

Economy
Service
Quality
Range
Good information

If other, what?___________________________________________________

13. How do you book your travels?

Through Internet □     At a local travel agency □     Both □     Other □

If you checked "At a local travel agency", skip question 14 and 15.
If you checked "Other", skip to question 18.


Availability
Self-booking possibility
Comfortable
Easy to compare prices
Avoid sales-person
Cheap
Time-saving
Broad range

If other, what?___________________________________________________

15. Why do you choose not to buy through a local travel agency? Choose maximum 3 alternatives.

Limited opening-hours
Requires time
Less range
Lack of updated information
Avoid sales pressure

If other, what?___________________________________________________
If you at question 13 checked “Through Internet”, skip question 16 and 17.


- Personal/good service
- Help with booking
- Loyal to local travel agency
- Expert advice
- Help with information
- Secure payments
- Help to customize the trip
- No Internet available
- Other

If other, what?________________

17. Why do you choose not to buy through Internet? Choose maximum 3 alternatives.

- Insecure payments
- Self need to find information
- Personal service
- No confidence in the Internet
- Loyal to local travel agency
- Other

If other, what?________________

18. Which of following activities do you spend most time on during your spare time? Choose maximum 3 alternatives.

- Shopping
- Social events (cinema, concert, theatre, market day etc.)
- TV/Film
- Computer
- Training
- Other hobbies
- Friends

19. What is most important for you? Choose maximum 3 alternatives.

- Family
- Fashion
- Media
- Home
- Society
- Friends
- Work
- Training
- Food
- Other

20. Which do you mostly participate in?

- Family and relative events
- Entertainment and events

21. What do you feel about different social issues? Choose between 1-4 for which suits you best. (1= Very important, 4 = Not important at all)

<table>
<thead>
<tr>
<th>Social Issues</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Culture</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Economy</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Education</td>
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</tr>
</tbody>
</table>

Thank you for your participation in our survey!
Appendix 3

Factors that influences the purchase-decision regarding travels.

The table above shows a summary of the various influences, family, friends, advertising and society to facilitate for the reader to understand the results. The table shows how many people that answered yes to the different alternatives, therefore the disproportional percentages. The following tables below, shows every influence one by one in crosstabs from SPSS, in order to prove how the simple table above was compiled.

<table>
<thead>
<tr>
<th>Different factors</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>80,0%</td>
<td>77,6%</td>
<td>78,8%</td>
</tr>
<tr>
<td>Friends</td>
<td>35,0%</td>
<td>50,0%</td>
<td>42,4%</td>
</tr>
<tr>
<td>Advertising</td>
<td>21,7%</td>
<td>20,7%</td>
<td>21,2%</td>
</tr>
<tr>
<td>Society</td>
<td>0,0%</td>
<td>8,6%</td>
<td>4,2%</td>
</tr>
</tbody>
</table>

The table above shows a summary of the various influences, family, friends, advertising and society to facilitate for the reader to understand the results. The table shows how many people that answered yes to the different alternatives, therefore the disproportional percentages. The following tables below, shows every influence one by one in crosstabs from SPSS, in order to prove how the simple table above was compiled.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female</th>
<th>Count</th>
<th>Does family influences the purchase-decision regarding travels?</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>13</td>
<td>45</td>
</tr>
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<td></td>
<td></td>
<td>Expected Count</td>
<td>12,3</td>
<td>45,7</td>
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<tr>
<td></td>
<td></td>
<td>% within Gender</td>
<td>22,8%</td>
<td>77,2%</td>
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### Appendix 3 continued

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#### Crosstab

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Appendix 4

Number of travels compared with income groups.

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<th>24 001-33 990</th>
<th>34 000+</th>
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Appendix 5

People who buys trips through an online travel agency and their most commonly activities

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<th>26-39 year</th>
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<td>TV/Film</td>
<td>33,3%</td>
<td>59,3%</td>
<td>37,5%</td>
<td>22,2%</td>
<td>41,7%</td>
</tr>
<tr>
<td>Training</td>
<td>70,8%</td>
<td>29,6%</td>
<td>29,2%</td>
<td>22,2%</td>
<td>40,5%</td>
</tr>
<tr>
<td>Friends</td>
<td>66,7%</td>
<td>63,0%</td>
<td>58,3%</td>
<td>66,7%</td>
<td>63,1%</td>
</tr>
<tr>
<td>Social events</td>
<td>25,0%</td>
<td>22,2%</td>
<td>25,0%</td>
<td>33,3%</td>
<td>25,0%</td>
</tr>
<tr>
<td>Computer</td>
<td>16,7%</td>
<td>37,0%</td>
<td>20,8%</td>
<td>11,1%</td>
<td>23,8%</td>
</tr>
<tr>
<td>Other hobbies</td>
<td>33,3%</td>
<td>40,7%</td>
<td>62,5%</td>
<td>33,3%</td>
<td>44,0%</td>
</tr>
</tbody>
</table>

People who buys trips through a traditional travel agency and their most commonly activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>18-25 year</th>
<th>26-39 year</th>
<th>40-59 year</th>
<th>60 + year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>0,0%</td>
<td>50,0%</td>
<td>50,0%</td>
<td>25,0%</td>
<td>25,0%</td>
</tr>
<tr>
<td>TV/Film</td>
<td>100,0%</td>
<td>100,0%</td>
<td>25,0%</td>
<td>12,5%</td>
<td>50,0%</td>
</tr>
<tr>
<td>Training</td>
<td>50,0%</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
<td>15,0%</td>
</tr>
<tr>
<td>Friends</td>
<td>33,3%</td>
<td>0,0%</td>
<td>25,0%</td>
<td>37,5%</td>
<td>30,0%</td>
</tr>
<tr>
<td>Social events</td>
<td>16,7%</td>
<td>0,0%</td>
<td>25,0%</td>
<td>62,5%</td>
<td>35,0%</td>
</tr>
<tr>
<td>Computer</td>
<td>33,3%</td>
<td>50,0%</td>
<td>0,0%</td>
<td>12,5%</td>
<td>20,0%</td>
</tr>
<tr>
<td>Other hobbies</td>
<td>33,3%</td>
<td>50,0%</td>
<td>75,0%</td>
<td>62,5%</td>
<td>55,0%</td>
</tr>
</tbody>
</table>
Appendix 6

Interest compared with ways of booking.

<table>
<thead>
<tr>
<th></th>
<th>Online travel agency</th>
<th>Traditional travel agency</th>
<th>Both online and traditional travel agency</th>
<th>Other</th>
<th>Total for all types of bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>88,1%</td>
<td>95,0%</td>
<td>85,7%</td>
<td>85,7%</td>
<td>89,0%</td>
</tr>
<tr>
<td>Friends</td>
<td>70,2%</td>
<td>50,0%</td>
<td>42,9%</td>
<td>42,9%</td>
<td>63,6%</td>
</tr>
<tr>
<td>Home</td>
<td>41,7%</td>
<td>45,0%</td>
<td>28,6%</td>
<td>57,1%</td>
<td>42,4%</td>
</tr>
<tr>
<td>Work</td>
<td>34,5%</td>
<td>25,0%</td>
<td>28,6%</td>
<td>28,6%</td>
<td>32,2%</td>
</tr>
<tr>
<td>Fashion</td>
<td>2,4%</td>
<td>0,0%</td>
<td>14,3%</td>
<td>0,0%</td>
<td>2,5%</td>
</tr>
<tr>
<td>Society</td>
<td>2,4%</td>
<td>5,0%</td>
<td>28,6%</td>
<td>14,3%</td>
<td>5,1%</td>
</tr>
<tr>
<td>Training</td>
<td>14,3%</td>
<td>25,0%</td>
<td>14,3%</td>
<td>0,0%</td>
<td>15,3%</td>
</tr>
<tr>
<td>Media</td>
<td>2,4%</td>
<td>5,0%</td>
<td>0,0%</td>
<td>14,3%</td>
<td>3,4%</td>
</tr>
<tr>
<td>Food</td>
<td>9,5%</td>
<td>5,0%</td>
<td>0,0%</td>
<td>14,3%</td>
<td>8,5%</td>
</tr>
<tr>
<td>Other</td>
<td>10,7%</td>
<td>10,0%</td>
<td>14,3%</td>
<td>14,3%</td>
<td>11,0%</td>
</tr>
</tbody>
</table>

The table shows how many people that answered yes to the different alternatives, therefore the disproportional percentages.
Appendix 7

What people think about politics

<table>
<thead>
<tr>
<th></th>
<th>18-25 year</th>
<th>26-39 year</th>
<th>40-59 year</th>
<th>60 + year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>19.4%</td>
<td>12.9%</td>
<td>25.0%</td>
<td>33.3%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Important</td>
<td>38.7%</td>
<td>35.5%</td>
<td>46.9%</td>
<td>33.3%</td>
<td>39.0%</td>
</tr>
<tr>
<td>Not so important</td>
<td>25.8%</td>
<td>38.7%</td>
<td>18.8%</td>
<td>25.0%</td>
<td>27.1%</td>
</tr>
<tr>
<td>Not important</td>
<td>16.1%</td>
<td>12.9%</td>
<td>9.4%</td>
<td>8.3%</td>
<td>11.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.1%</strong></td>
<td><strong>99.9%</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

What people think about culture

<table>
<thead>
<tr>
<th></th>
<th>18-25 year</th>
<th>26-39 year</th>
<th>40-59 year</th>
<th>60 + year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>22.6%</td>
<td>19.4%</td>
<td>28.1%</td>
<td>37.5%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Important</td>
<td>25.8%</td>
<td>38.7%</td>
<td>25.0%</td>
<td>33.3%</td>
<td>30.5%</td>
</tr>
<tr>
<td>Not so important</td>
<td>38.7%</td>
<td>25.8%</td>
<td>34.4%</td>
<td>20.8%</td>
<td>30.5%</td>
</tr>
<tr>
<td>Not important</td>
<td>12.9%</td>
<td>16.1%</td>
<td>12.5%</td>
<td>8.3%</td>
<td>12.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>99.9%</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

What people think about economy

<table>
<thead>
<tr>
<th></th>
<th>18-25 year</th>
<th>26-39 year</th>
<th>40-59 year</th>
<th>60 + year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>41.9%</td>
<td>9.7%</td>
<td>37.5%</td>
<td>37.5%</td>
<td>31.4%</td>
</tr>
<tr>
<td>Important</td>
<td>38.7%</td>
<td>64.5%</td>
<td>50.0%</td>
<td>25.0%</td>
<td>45.8%</td>
</tr>
<tr>
<td>Not so important</td>
<td>9.7%</td>
<td>19.4%</td>
<td>12.5%</td>
<td>33.3%</td>
<td>17.8%</td>
</tr>
<tr>
<td>Not important</td>
<td>9.7%</td>
<td>6.5%</td>
<td>0.0%</td>
<td>4.2%</td>
<td>5.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.1%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.1%</strong></td>
</tr>
</tbody>
</table>

What people think about education

<table>
<thead>
<tr>
<th></th>
<th>18-25 year</th>
<th>26-39 year</th>
<th>40-59 year</th>
<th>60 + year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>38.7%</td>
<td>22.6%</td>
<td>34.4%</td>
<td>37.5%</td>
<td>33.1%</td>
</tr>
<tr>
<td>Important</td>
<td>41.9%</td>
<td>51.6%</td>
<td>46.9%</td>
<td>29.2%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Not so important</td>
<td>19.4%</td>
<td>22.6%</td>
<td>15.6%</td>
<td>33.3%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Not important</td>
<td>0.0%</td>
<td>3.2%</td>
<td>3.1%</td>
<td>0.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>100.0%</strong></td>
</tr>
<tr>
<td>Benefits sought</td>
<td>Online travel agency</td>
<td>Traditional travel agency</td>
<td>Both online and traditional travel agency</td>
<td>Other</td>
<td>Total</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------</td>
<td>---------------------------</td>
<td>------------------------------------------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>Economy</td>
<td>60,7%</td>
<td>40,0%</td>
<td>71,4%</td>
<td>71,4%</td>
<td>58,5%</td>
</tr>
<tr>
<td>Service</td>
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<td>55,0%</td>
<td>42,9%</td>
<td>0,0%</td>
<td>26,3%</td>
</tr>
<tr>
<td>Quality</td>
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<td>65,0%</td>
<td>42,9%</td>
<td>42,9%</td>
<td>50,0%</td>
</tr>
<tr>
<td>Range</td>
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<td>0,0%</td>
<td>28,6%</td>
<td>27,1%</td>
</tr>
<tr>
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<td>15,0%</td>
<td>0,0%</td>
<td>42,9%</td>
<td>13,6%</td>
</tr>
<tr>
<td>Other</td>
<td>2,4%</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
<td>1,7%</td>
</tr>
</tbody>
</table>